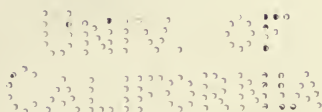


# Analytical Advertising

*By*  
WILLIAM A. SHRYER



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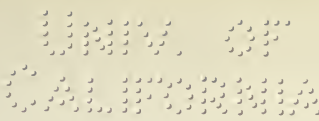


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## Introduction

Literary charm and scholarly execution are slow to respond to the halting inspirations of a practical mind. As an apology for an exposition in many spots abstruse, I plead an innocence of literary skill that merits little comment. To the practical advertiser small opportunity is afforded to emulate the style of a Macauley or a Stevenson.

As an introduction to any work on advertising many consider that some definition should preface philosophizing. I am not inclined to regard this traditional convention seriously, for as the greatest philosopher of them all discovered, we can know nothing except what our own sense impressions bring us. It is unnecessary to possess the genius of a Kant to realize that the conception of advertising held by every individual is truly his own, so diversified are his impressions, and so personal his reflections on their relative importance.

It appears a waste of time to attempt a definition of advertising. It is much more important to understand the principles that underlie it, than to speculate on what it is and does. The phenomena of advertising are ubiquitous, but their law and order baffling and obscure.

The concern of every intelligent advertiser should be to discover principles, that he may work in accord with them to his greatest profit. This premise assumes that advertising, in connection with any business, is for the sole purpose of selling at the greatest profit.

This point granted we may turn to our real problem, which is an understanding of the laws that underlie advertising results. Those results certainly depend on mental laws. It is equally obvious that in direct proportion to his understanding of the human mind one is successful or unsuccessful. This does not mean that a successful advertiser must have acquired his knowledge of men from a study of books. Many an expert in mental science has developed a rare power with no obligation to philosophical research. To many, however, handicapped by temperament or environment, such a personal knowledge of human nature seems denied.

Before attempting an analysis of mental activity it is necessary to appreciate that no exact science of mind exists, exactly as there is no science of advertising. As old as thought, is the record of the philosopher and his works. Isolated facts, considered universally true, have stood out from time to time in the works of many. It has been a difficult task to make of them a science of the mind. Only within the last thirty years has any attempt been made to reduce the study to a laboratory basis.

This branch of human knowledge has been branded with a name responsible for more abuse than any science should be expected to endure. This name is psychology, which is not nearly so frightful as its sound may imply. It has suffered much scorn, but bids fair to come into its own, by virtue of a commercial value hitherto ignored.

A familiar acquaintance with the most important phases of mental activity is of value to any business man. It is especially helpful to the advertiser. A portion of this book is devoted to the practical application of psychology to every advertiser's problem. The entire discussion is one that has resulted from my own experience as an advertiser, and is not the result of any abstract theorizing.

An application of the psychological principles discussed will be found of practical value in examining the material that follows this portion of the book. In publishing actual results of the advertising done by a number of going businesses, a precedent is established that I trust will be welcome. The labor incident to gathering and tabulating this data has been as instructive and helpful as I trust their study may prove to those who read them. Having no sympathy with the secrecy that so widely prevails I present these actual records, with a realization that such a step must be taken by someone, at some time, and trusting that no time is better than the present.

Foreseeing a revision of the tabulated material I will welcome any contributions of a similar nature. Before advertising may become a science thousands of such records must be gathered and analyzed. If the present contributions serve no other purpose than that of encouraging similar exhibits, the effort will have been well expended.

## Sensation

Advertising depends on the mental activity of human beings. The better any advertiser understands this mental activity the stronger his advertising *should* be. It is unfortunate for most advertisers that they realize so little the complex nature of their actual problem, and consequently devote practically no time to the real fundamentals. The latter are undeniably the various laws governing the actions of the mind. A reasonable explanation for this indifference may be the acknowledged lack of final scientific proof as to exactly what the mind is, exactly what it does and how it does it. The very nature of the problem precludes the examination, physically, of a man's brain during consciousness, and it is extremely doubtful whether such an experiment would prove anything at all, were it possible to perform it. It becomes necessary, therefore, to assume a condition relative to man's consciousness. Nearly every philosopher has done this according to the flights of his fancy, but the present conception of the scientific psychologist is a theory made plausible by "corroborative" and experimental evidence. Being "plausible" it certainly may be as unquestionably accepted by us, as it is by those who have evolved it.

This theory assumes that the seat of conscious mental activity is in the brain. The brain is nothing more nor less than orderly bundles of nerve matter. Any mental activity is the result of a nerve current which passes from a sense organ to a nerve center in the brain. A ray of light falls on the retina, the ending of the optic nerve in the retina is stimulated, this stimulus is carried over a nerve to a nerve center in the brain, which receives a sensation. This sensation is a mental activity.

It is believed that none other than a baby can secure "pure" sensations. No one knows how the stimuli are carried from the nerve endings to the brain, but the theory is that all stimuli follow "brain paths," and that these paths cross and recross one another. Other than in a babe, at least two things prevent a "pure sensation." Either before or at the time the nerve center receives the

sensation, other nerve centers discharge previously received sensations. These simultaneous discharges of other nerve centers are occasioned by "associations" of some nature, which so modify the original stimulus as to make its reception and recognition impossible as a "pure" sensation. Just what does happen can not be known, nor is the above description of the possible result known to be even an approximately accurate one. It is most certain, however, that no single brain action is a simple action, and it is further certain that no impression is received without being colored, affected, or in some way changed, either during its transmission to the nerve center, at the time it is recorded, or immediately after. The important point is that conceptions in the brain of almost any nature are variously associated with every new stimulus as the latter is in process of performing its function, with the result that everything we know or learn is responsible for a mixed sensation instead of a pure one.

It is definitely known that certain nerves, called afferent nerves, carry to the brain nerve currents induced by the stimulation of nerve endings. These nerve endings are located in the special organs of sight, smell, hearing and taste. There are also special nerve endings for heat and cold, for pain, motion, etc. We will not consider at this point any discussion of specific results following possible brain action after a sensation is secured, except to say that every idea, thought, conception, perception, or whatever you have a mind to call the brain "stuff" into which sensations are converted, have a most certain effect on every new sensation that is recorded. A salient point, of great practical value, is a thorough realization that no sensation or idea can be put into a man's brain in a "pure" form. It is bound to be colored by an immediate association with other ideas, which occurs automatically, so to speak, and this result is more complex in direct ratio with the complexity of the sensations received.

Other than the realization of this peculiar association ever present in all mental activity there is no point of especial value to the advertiser in a study of "Sensation," except to consider what is known as "Weber's Law."



Ernest Heinrich Weber discovered a law of sensation which Wm. Wundt expresses as follows: "The increase of the stimulus necessary to produce an increase of the sensation bears a constant ratio to the total stimulus." In proving this law Weber made most exhaustive experiments, the total number of which I find no record. A German professor, Herr Fechner of Leipsig, attempted to modify this law, with very indifferent success, and gives a record of 24,576 separate experiments on muscular sensation alone, which may give a fair idea of the labor of Herr Weber, who worked out his law from similar experiments on pressure, warmth, sound, light and muscular sensation.

The significance of the law is this: A certain sensation is secured by, let us assume, a certain volume of light. To increase the sensation so that it may be recognized by the subject as a *stronger* sensation it is necessary to increase the light 1-100 times. With muscular sensation the stimulus must be increased 1-17, and for pressure, warmth or sound sensations the increase in stimulus to secure an added sensation is 1-3. It is, of course, an obvious condition that none of our sense organs can continue to record sensations above a certain point. By increasing the stimuli on the bases above quoted, a perceptible increase in sensation will be recorded up to a certain point, when a limit of reaction is reached, after which pain will obliterate every other sensation.

The advertiser is, of course, directly interested in but one of the senses, insofar as creating a "sensation" is concerned, and that is the sense of sight, through which he reaches the brain of his possible customer by means of the printed advertisement. This very slight discussion of sensation is merely an introductory step before we consider one of the most important phases of mental activity from an advertiser's viewpoint, which is that of attention. Attention is the first thing any advertiser must command for his copy, which makes an understanding of its fundamental principles essential.

Before taking up this point there is an activity of the mind strictly dependent on sensation that must be considered, as it is a factor in preventing attention. This is

the activity of the mind termed by James as "The Stream of Consciousness." Every normal mind, during consciousness, is constantly active. This activity always has its inception from a sensation. One sensation may be sufficient to keep the mind active for a number of moments, through associations set up in the brain paths. To cite a definite example of my meaning, I will assume that you receive as pure a sensation as possible by looking at a wall painted yellow. Recording the sensation of yellow in the brain may occasion any number of possible nerve center discharges at the same time, one of which we will assume to be the association of yellow with Chinamen. This association will occasion an association with Japanese, which in turn suggests Russia, which may as rapidly turn to the Czar, and in turn to Speaker Reid, then the House of Representatives, Uncle Joe Cannon, Danville, Ill., the Wabash River, and so on, just as long as no new sensation is recorded from outside to break the stream of connected associations. This stream of thought, during consciousness, is always present in the normal human being, and you have only to consider that such a process is now going on in your own mind, and continues to be present during your every waking hour. The interruptions to this stream invariably come from without, through the various nerve endings that supply sensations to the brain. It is the initial problem of the advertiser to interrupt this stream in every man he hopes to sell, and his first step is to wrest his attention. The consideration of this problem will be the topic of our next chapter.

## Attention and Attention Values

Considering the many avenues for recording sensations, and the undoubted presence of hundreds of stimuli sent to the brain every second, we give attention to very few, and rarely to more than one at a time. Herr Wundt made exhaustive experiments and found that with conscious effort the human mind was able to give intelligent attention to never more than two things at a time. He was unable, even, to watch a rapidly revolving hand on a clock and note exactly its position at the stroke of a bell he was waiting to hear. We all know that trick musicians are able to play four, five and even six instruments at once, but practically all are played through an established *habit*, which eliminates entirely any real problem of attention. It is practically impossible for us to believe the story told of Julius Caesar, that he dictated four letters while he wrote the fifth. Each letter demanded attention, and it is more than probable that such a story is no more reliable than many other marvelous performances proved ridiculous by the "higher criticism."

The stream of consciousness referred to in the previous chapter is the prevailing obstacle that prevents steady attention. Stimuli of light, warmth, sound, feeling, taste, etc., are being constantly carried to the brain, but the attention of the mind is rarely given to hundreds of these stimuli, which fail absolutely to create a sensation, owing to the attention being centered where its immediate interest lies. The field of attention is a very narrow one, apparently, and as the advertiser is practically restricted to only one sense, that of sight, his chance for gaining the attention is restricted all the more.

Any sudden or intensive stimulus will invariably attract the attention of the normal mind, which is purely *involuntary*. The same kind of attention is demanded by stimuli of an *instinctive* character, which depend on the character of their nature rather than on the volume or force of their impressions. The advertiser is not concerned in either of these methods of gaining attention, as both may be considered *passive*.

The advertiser desires to secure active and voluntary attention. He may do this in either of two ways, or better still, through a combination of both.

First, he may gain attention through the presentation of some image to the eye that gains immediate interest on account of the thing itself, or

Second, he may gain attention through an image that derives its value from the interest that is immediately occasioned, through the associations it arouses.

It is obvious that if an advertisement contains an attention compelling interest, due to its form, contour or illustration, which in their turn immediately associate themselves in the minds of the readers with a conception impelling purchase, such an advertisement has secured the maximum of attention value spoken of above as a combination of the two.

In compelling attention to an advertisement, a factor quite as difficult to overcome as that of the stream of consciousness, is what might be characterized (unscientifically) as a dispersed attention. This is the roving lack of concentration every reader of a magazine or paper displays in purposely seeking the advertisement of sufficient attention value to focus his interest. No one makes the slightest effort to center his attention on any object except for the immediate or remote interest he expects to experience. An advertisement is not read except as it impels attention through interest.

Two very important principles relative to attention are given expression by Prof. James, and bear directly on the advertiser's problem. "There is no such thing as voluntary attention sustained for more than a few seconds at a time." And: "No one can possibly attend continuously to an object that does not change." Helmholtz combines these two ideas by saying that if we wish to keep the attention on one and the same object we must seek constantly to find out something new about the latter. The advertiser who bears these principles in mind must so construct his advertisements that the inhibitions ever present due to these facts must be overcome by him through the very nature of his copy. The one great principle of copy writing that these principles suggest will be



considered later under the heading of imagination, which has been a quality almost entirely overlooked by most advertisers, and practically unmentioned by any writer so far consulted. I will attempt to show later that imagination will not only supply the defects of attention value above mentioned, but actually attain attention most effectively through it.

The idea suggested in the preceding paragraph is a digression from the immediate subject and the latter is sufficiently interesting to the advertiser to permit of no serious deviation. As practically no phase of mental activity is simple, a discussion of any almost necessitates reference to others, even when it seems inadvisable to discuss the complexities that suggest themselves.

This division of interest in considering any phase of our subject is as indicative of the general vacillating character of the stream of consciousness as one might desire. It is certainly true of our consideration of attention, viewed from an advertiser's standpoint, as the most logical consideration of its value at this point appears to necessitate a jump from psychology to what may be termed a real science. The latter is the science of optics, which certainly deserves more thoughtful consideration than most advertisers have seen fit to give it.

As an advertisement secures its attention value from either an inherent interest or a suggestive interest it is very clear that in the one case the rules of optics may make or mar an advertisement entirely, and in the other assist materially or detract decidedly. The average advertiser is fairly convinced that something about his advertisement should serve the purpose of attracting attention. Knowing little or nothing of the principles involved he is quite as likely to insert an illustration for this purpose, with no conception of its most effective position in the copy, with no understanding of the value of association or inhibition, and quite possibly with no idea at all beyond printing something that ought to catch somebody's eye.

It is also quite possible that a wretchedly composed advertisement may make sales, and even make a profitable number. It should be a logical conclusion that if

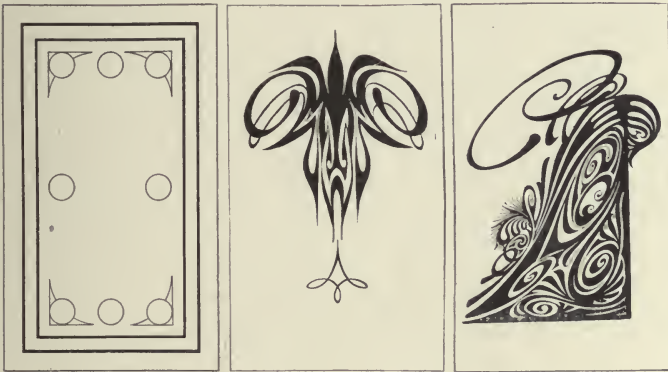
such is the case, the maximum results would follow an ideal arrangement of the same copy. The object of every advertiser should be to secure the maximum results from the minimum expenditure at all times, and an understanding of a few fundamentals is therefore of value to any of us.

I have neither sufficient understanding nor inclination to attempt a scientific dissertation on the science of optics. It would bore almost anyone were it sufficiently accurate or exhaustive. There are plenty of works on the subject accessible to all, and a most worthy start has been made to apply its principles to advertising by the Association of National Advertising Managers. The chairman of the latter's educational committee, Wm. H. Ingersoll, of New York City, may supply information to those who would like to learn of this committee's researches. There are no limits to the problems subject to actual solution by test in this field. A small fraction of the millions wasted for advertising every year by the advertisers who belong to the Association may eventually be directed to a campaign of experiment bound to save wasteful future expenditures, and at the same time prove as profitable from a publicity standpoint as a large proportion of their expenditures certainly merit.

Our present concern with this fundamental subject is the barest outline of the several factors bound to enter in the construction of every advertisement, to ignore which weakens every piece of copy. The primary object of all copy is to secure attention, and attention presumes interest. We are interested in pleasing things, which is a fact about every one. An advertisement, being printed, assumes a definite form, and the most pleasing form adds the greatest degree of interest, if viewed from that angle alone. The forms of an advertisement follow the same principles as those of art relative to forms, of which there are three degrees. The lowest form is that of regularity, the next is that of symmetry, and the highest form is that of harmony.

The form of advertisements has been as definitely settled for the advertiser as though decreed by law. This form is that of a rectangle of which the lowest form is the square. The square itself has every requisite of regu-

larity, and is correspondingly pleasing. A more pleasing form is that of the oblong, and it is safe to say that 90% of the advertisements printed assume this form. The oblong has symmetry, and being a higher form of art, is more pleasing to the eye, and has more attention value than a square. The highest form must be obtained by the arrangement of copy within the oblong itself, when harmony heightens the pleasing effect to the maximum degree. The arrangement of copy within the square or within the oblong, should also attempt to realize these three forms of art, and if artistically conceived heighten the effect correspondingly as they reflect regularity, symmetry or harmony. Below are shown three oblongs, with conventional arrangement within, which typify these three forms of attention value. It is easy for anyone to determine which of the three possesses the highest degree of pleasing attention value.



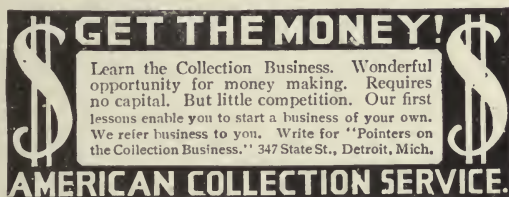
More important by far than the form of the rectangle chosen as the medium for copy, is the proportion. This feature is a matter that centuries of art and convention have settled for us beyond any chance for error, yet it is a proportion appreciated by so few that I have no recollection of hearing it recommended by any copy writer, any artist, any advertising solicitor, or indeed by any one, though it is referred to in a book on "Art and Science

of Advertising," by French, and given the importance it deserves by Professor Scott in his "Psychology of Advertising." The principle of the maximum attention value as referred to rectangles is one that has been recognized and followed for centuries by all masters of art, both graphic and sympathetic. The proportions of famous canvases, conventional sizes of pleasing book pages, and especially the correct proportions of the best architecture, all reflect the principle. It has long been recognized that any rectangle that reflects the proportion of approximately three to five is the most pleasing. The rectangle with a base of three and a height of approximately five is the most pleasing, although one with a base of five and a height of three preserves a degree of harmony that no perfect square can equal.

This proportion, the principle of the "Golden Section," may be tested by any one. It is particularly noticeable in the advertisements of any newspaper page. Glance at any newspaper, and being guided for attention value simply by the most pleasing *forms* of the various pieces of copy, decide for yourself those that please you most. You will be surprised to discover with what alacrity the eye will pick for attention the advertisements that reflect this proportion. With this principle in mind you will also be surprised to note the positive repulsion certain advertisements on the same page are bound to have for you. In the so-called standard magazines the contrast in attention value will be less noticeable, as the form of the page itself lends itself to fewer opportunities for the violation of the principle. The standard size of  $8\frac{1}{4}$  in. by  $5\frac{1}{2}$  in. approximates the golden section, and the usual division of the page into vertical quarter sections as nearly approximates the same proportion. The horizontal quarter is next in attention value, and the upper and lower half pages sufficiently pleasing to prevent distinctive loss of attention value. The division of such a page into two perpendicular half pages, however, is decidedly lacking in attention value, and it is quite safe to say that a quarter page will "pull" materially better than a half page of vertical form under almost any ordinary circumstances. Any space of smaller size on



the standard magazine page, especially the 1-8 page, is generally recognized as a size absolutely worthless, although many exceptions have been found by the experimenting advertiser. A small piece of copy, such as an eighth of a page, cannot conform to this most important principle, and fails to secure attention, I am personally assured, for no other reason. The size of the space is not the element responsible for the loss incident to such showings, but rather the loss in attention value due to the lack of harmony in such copy with the principle of the golden section. I have tried for years to secure small copy that would pull, but have yet to secure such a piece of copy. Following is a piece of such copy. Four inquiries cost \$7.83, with no sales whatever:



**GET THE MONEY!**

Learn the Collection Business. Wonderful opportunity for money making. Requires no capital. But little competition. Our first lessons enable you to start a business of your own. We refer business to you. Write for "Pointers on the Collection Business." 347 State St., Detroit, Mich.

**AMERICAN COLLECTION SERVICE.**

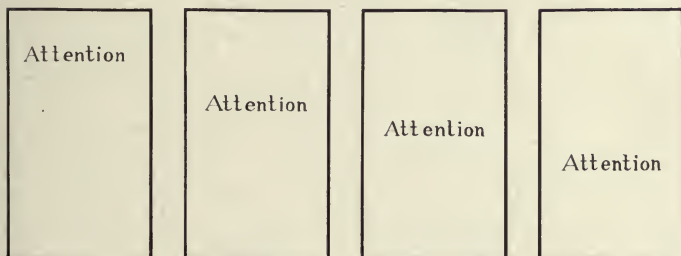
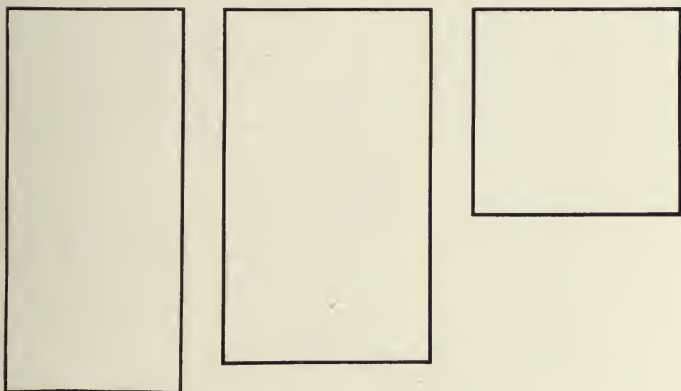
This principle is most important in choosing a pleasing size for newspapers, where the competition for attention is marked and diversified. An exact proportion is possible on every newspaper page, and he who scorns the principle is bound to suffer, through the attention value his more fortunate neighbor secures to copy designed to appeal through this forceful attention compelling element. Correctly proportioned newspaper copy is emphasized by solid borders that press the proportion value distinctly into the field of attention, merging all counter sensations into the background.

The same principle applies to solid white margins, especially those observed on the printed pages of books, all of which observe conventional margins on all sides that leave the actual printed page in the same proportion as the page itself, namely, that of approximately three to five. We are inclined to attribute the uniform book

margins to the desire of the mind to view with interest a page that preserves the conventions of centuries in this regard, and to read with a certain sub-conscious discomfort a book that disregards them through too wide margins, or too narrow ones. The more reasonable supposition is certainly based on the theory of the golden section, as it is extremely doubtful that any "instinct" for a certain kind of margin could be formed through even centuries of conventional book reading on the part of our forbears.

A consideration of the most favorable position for placing the attention compelling portion of the advertisement, within the form of rectangle chosen, naturally arises in connection with our discussion of the golden section. It is particularly pertinent, inasmuch as some base their decision as to the logical attention center on a theory that suggests the golden section proportion of three-fifths. It is plausible that one should confuse the actual center with this theory, as the point is undeniably about three-fifths from the bottom of the rectangle. That is, the portion of any rectangle on which the regard is most easily centered is a spot approximately three-fifths of the distance from the bottom toward the top. If the most compelling part of the advertisement appears at this spot it is the most likely to secure attention to itself, and through skillful association, made to embrace the entire advertisement, by means of which the proper action, embracing response, is secured. The point at which the lines of regard for each eye focus may be termed the line of orientation, and this line of orientation in the case of a rectangle is invariably slightly above the real middle of the figure. The eye seeks the point that appears to divide it equally from top to bottom, and the tendency of the mind is to endow to the upper two-fifths an equality of space it attributes to the lower three-fifths. This tendency to exaggerate the actual space value of the upper two-fifths to an equality with the lower three-fifths is doubtless responsible for the pleasing attention value of the golden section itself. It is undeniably true that the most acceptable line of orientation is at a point that approximates three-fifths from the bottom of the figure.

Below are shown several forms illustrating the superior attention value possessed by the golden section and at the bottom appear four rectangles with the word ATTENTION placed at various distances from the top and bottom. It is easy to choose the one which carries the word on the proper line of orientation, which places for us the most favorable point for inserting the attention getting feature on which depends the primary interest to be aroused. The interesting illustration or strongest word picture should appear at this point in order to insure attention to the copy. In no other place is it as likely to arouse a sensation, thus insuring interest and attention. This is an important element too little considered in the arrange-



ment of copy. Granting a certain position in any advertisement to be the ideal point of regard for the location of an illustration, or an attention compelling head line, the ideal size is certainly very important. Careful and exhaustive experiments have decided both of these questions.

Relative to an illustration it is fair to assume that the eye will fall on it or pick it out quicker and better if its size permits a complete visualization without any motion of the eye after fixation. Assuming this, the maximum attention value is secured by an illustration that permits this result. The mind will secure a complete percept without motion of the eyes, of no object larger than one inch square, at the normal reading distance. This is the average maximum. The minimum average is one-half inch square. The "ideal" average is, therefore, about three-quarters of an inch square. The same principle applies to lines of words. The eye rebels when confronted by long lines. Any line of reading that exceeds three and a quarter inches lacks, grossly, in attention value, as the mind will not attend if forced to follow lines of over this average length. A line of meaningless words, or of strange words, is much worse, as neither the eye nor the mind has any interest in them, except in rare instances from curiosity.

The eye follows lines of conventional length, and is interested only in such lines as arouse interest through association or beauty. Head lines of capital letters lack in attention value, though a great many advertisers never appear to realize it. The eye is not accustomed to reading capital letters, nor is it interested in them. It is folly therefore, to prepare a head line for the purpose of attracting attention, and set it in capital letters, with which the eye is not familiar and never interested. Use upper and lower case always if you want attention, but never all upper case. The law and reason are too obvious to merit further elaboration.

The attention value of the printed page depends very largely on the kind of type used and its size. The easiest read, and the most pleasing form is modern face roman type. The size should never be large if the advertisement



is to be read at the normal reading distance. It is a great mistake to choose large type, except for a head, as the eye tires too quickly in its attempt to read a meaning into it. To test this principle simply try to read a "poster" at short range. You will discover yourself actually spelling out the words, thus inhibiting any action of interest that the connected words may have as their object.

Ornate type is often used by advertisers, with the idea that its unusual appearance heightens the attention value of the advertisement. The fancy appearance of an advertisement, due to an unusual type, may very easily draw attention to the announcement, but real interest in it quickly wanes when an attempt to read the copy is made. The manufacturers of type have been slow to appreciate this condition, and many have constantly designed new styles of type in order to increase their sales. Printers have sampled a little of everything, and the weird typographical results have done much to kill the effect of much excellently written copy.

Before terminating this discussion of attention value some reference should be made to the importance of light and color. It will be more of a "negative" character, however, than anything else. The advertiser unskilled in the science of color will do well to let it alone. The conflicting theories on the subject are manifold and certainly confusing, and I freely admit of absolutely no real conception of the subject. It is bad enough to attempt a grasp of plain black and white. The very essence of what these two represent has been the basis for tireless debate. Such acknowledged authorities as Helmholtz and Hering base their theories on the assumption that black is a sensation, while eminent authorities, as Fick and others, declare it is the *absence* of sensation. It is a good rule to follow, that black and white, in their various proportions and relations, present sufficient opportunities for inhibiting interest and attention. It is a certainty that no two persons in the world see any one color in the same relation with others. The gradual modification of this condition ranges from slight differences in shade tones to absolute color blindness in a vast number of individuals. The safe side in advertising is the "color-

less" side. Secure all the attention value possible through principles of art, but shun "art for art's sake."

The menace to attention value arising from injudicious color arrangements is so obvious to most advertisers that but few attempt the color appeal, and copy in colors is for the most part the exclusive luxury of cover space buyers, whose measure of fancied results is quite likely to be as grotesque as the effect of their artistic transports. The calamity likely to attend the attempted harmony of art and commercialism in black and white copy is more subtle. It is to be apprehended on account of the principle of association, which deserves a chapter of its own, which will immediately follow.

## Association

Every sensation arouses associations. The principle of all conscious neural activity, mentioned previously as the brain path theory, depends on association. Association is the basis for the present day understanding of the phenomena of memory, habit and imagination, a reference to each of which will be necessary in discussing association, though a more complete analysis of the three will follow later.

The popular acceptance of almost every psychological term is not in keeping with the psychologist's meaning, from a technical standpoint, and considerable confusion results, with attending lack of agreement on the part of all. This is especially true of psychology's interpretation of association. Almost insane devotion is exhibited by a certain class of advertising writers to what they term "suggestion." The real meaning this word may have for many of them is an obscure problem, though it is quite reasonable to suspect reference to it by some relates to their conception of what association really is and does. Suggestion, from a psychologist's standpoint, means a *command*, expressed or implied, direct or indirect, arising from the suggestion of a hypnotist to his subject. Since the first use of the term in this connection its meaning in popular fancy has been distorted to represent almost anything, until any discussion of it appears as futile as to attempt to reason about religion. The word or its possible meaning will not be the subject of discussion in this chapter, and is merely mentioned here to avoid any misapprehension in our discussion of association, on which it has no scientific bearing.

Present-day psychology is an evolution from the association-psychology of Hartley, Hume and Locke, who were more philosophers than they were psychologists. Their restricted meanings relative to "simple ideas," "simple impressions," and "association of ideas" are still held by many as a basis for understanding the action of the mind. These meanings assumed the possibility of sensations being "pure" and attributed to ideas the

quality of objects that were associated together in the mind, subject to repetition in consciousness in exactly the same form as that in which they were first presented. Were these theories correct an object once seen and afterward remembered would recur exactly as it originally came into consciousness, and as the original sensation of it was a pure one, it could only be recalled in perfect and true form. It is too plain to anyone that nothing of the kind is true, as it is absolutely impossible for anyone to remember perfectly, no matter how recent the impression. It is also quite as certain that no sensation reaches the brain as an exact counterpart of the object creating the sensation, for in the first place we read into everything seen or sensed certain associated ideas relative to it.

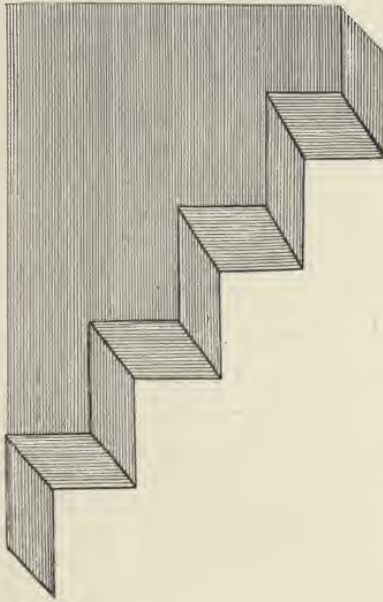
This vital principle of different conceptions of any one object by every individual is known as *apperception*. That is, instead of actually *perceiving* anything as it is, we do something more than that—we surround or put on top of it other ideas associated with it—a comprehensive term for which is the word *apperception*, which means *more than perception*.

It is a peculiarity of *apperception* that we actually seem to surround any object about to arouse a sensation with certain associations, and we appear to do it before having time to associate anything. The very same note struck on a piano does not sound exactly the same the second time it is struck, no matter how close together the two occur. The impressions following a duplication of any *first* sensation are colored by the first, and associations, however minute, make the actual receipt of the sensation different on account of the *apperception* of any object. We seem to be actually waiting for every sensation that comes, with a meaning in our mind for it before it gets there, and such a term as *pre-perception* would not be a bad one to explain, partially at least, the meaning of *apperception*.

The recognition by every advertiser of the principle of *apperception* would be productive in this: the preparation of copy so simple and direct in quality as to permit of as little difference in interpretation as possible. Granting there is a difference in every one's *appercep-*

tion of any object, the more simple the object the less opportunity for the observer differing from the conception held by the author of the advertisement.

The importance of the apperceptive faculty in each individual is manifest, as a single sentence, such as a headline, will mean as many different things to the readers, as there are readers. In proportion to its simplicity and directness the chance for marked differences lessens.



A graphic illustration of apperception is afforded by the drawing here given. At first glance the idea presented by the picture is one of two possible ones. Some immediately see a pair of steps. Others see a block of wood, peculiarly cut. After recognizing the possibility of the two distinct ideas you are able to read the meaning of either one into the figure at will. Some find it necessary to turn the picture in order to secure the second



picture. Once perceived, however, the mind is able to see the figure in either of two ways.

This element of divergent apperceptive qualities obtains in connection with every word and sentence of an advertisement. But far more important are the associations each sentence of an advertisement arouses after apperception. It is with this phase of mental activity that we are especially concerned in this chapter.

Associations rapidly succeed themselves after every sensation. One idea suggests another. An idea of soap may be succeeded by one of lather, lather by foam, foam by sea, sea by ship, ship by Mayflower, Mayflower by England, and so on indefinitely. The more untrained and stolid the mind of an individual, the less fanciful and divergent are his associations. An educated, or well informed, man is less likely to be restricted in the wide range of his associations than is a man of less information or agility of intellect. A large proportion of the reading public, the "common people," as we condescendingly designate them, have a certain restriction placed on their associative ability through the limitations of their mental equipment. These people are the more susceptible to advertisements, for they are easier led by strongly associated copy to follow the line of associations such copy provides. The more highly intellectual a man is the less likely is the advertisement to hold his interest to the buying point, as any one of thousands of associations may impel such a man to neglect the lead of the copy entirely, and instead follow one his interest may suggest through an association entirely irrelevant to the copy itself. It is notoriously a truism that the "high brow" does not succumb to the plea of the advertiser, where his more stolid brother easily yields. If this *is* true, as I believe it to be, the explanation may certainly be found in this tendency of certain minds to follow the lines of association that emanate from within, instead of following a line of association "canned" for their benefit by the advertiser.

The tendency so marked in the intellectual man is always present in varying degrees in all men. To overcome the inhibition ever present from this source the

advertiser must preserve not only a palpably logical association of ideas from the first to last in every piece of copy, but he must also maintain an *interesting* one.

The tendency of the mind to follow almost any idea with what appears to be absolutely irrelevant associations is the problem absolutely baffling to the psychologist. He has been able to decide in a general way certain broad rules for their occurrence, but as to why or how they act as they do, he pleads justifiable ignorance. James, for instance, sets down four causes, or rather tendencies, of associations. He states they follow certain brain paths because of habit, recency, vividness or emotional congruity. Very naturally such categories are not of very great concern to the advertiser, especially, as another authority might add to the number, or even subtract from them, with no particular practical benefit to anybody. What is of greater importance is that the associations do follow each other in the normal mind, on account of one fact, INTEREST. An advertiser can never tell when his copy will contain an idea at a certain point that will shoot the reader's mind a thousand miles from the printed page through an association it evolves. He *can* be certain that if his copy is not interesting in itself, and does not hang closely together at every point in an interesting manner, the mind of the reader will waver and probably scoot, when it reaches that point. The mind follows only those ideas with which it is *interested*. This is a LAW.

All associations depend on interest. This is a law.

Granting these two laws, can any one justify an illustration that is not directly associated with a piece of copy to which it attempts to attract the attention? The answer will be even more applicable to a head line, or to any integral portion of the display. An interesting association between any feature inserted in copy for its attention value and the selling portion of the copy itself is thus manifestly important. We may go so far as to say that it is the essential requirement. It is thus the height of wasteful ignorance to employ art in beautiful illustration, unless the association between the picture and the copy is palpably interesting. Art in copy is dangerous also on

account of the inherent quality of all art to arouse associations in its own field, inhibiting any consideration of contiguous pleas to the attention.

The tendency of the mind to associate all ideas is manifested in two distinct channels. The first is assimilation, or the association between elements of *like* compounds, and the other complications, or associations between *unlike* compounds. The mind is just as prone to associate *contrasting* ideas as it is to associate *similar* ones. It is therefore one of the important problems of copy to avoid as much as possible all chance for inciting association by contrast. Nothing so well illustrates this tendency of the mind, in its importance to advertising copy, as the effect produced by the "negative suggestion." A printer desiring to secure the high grade work to which his efficiency entitled him submitted to me a piece of copy he proposed running in a local publication. He wished to secure orders through copy outlining his superior qualifications, and a portion of his copy was excellent along this line. In the very body of it, however, he had introduced the following: "Over a million dollars worth of printing is sent out of our own town by local houses every year. We ought to have this business, for the cheapness of the work done by outsiders is more than overcome by our artistic workmanship." Such copy would almost inevitably arouse in the reader associations of contrast. He would be almost forced to think of Chicago and outside cities having such superior facilities that would warrant taking such a volume of printing from local houses. This printer actually contrasted cheapness and dearness to his own detriment, for in addition to the contrasting associations aroused, he forced on the mind of any thoughtful business man not only a line of reasoning (which is inhibitory), but an interesting association of ideas relative to outside printers, thus completely nullifying his own copy.

In writing any advertising these two principles of association should be borne in mind constantly, and every effort made to arouse associations of similarity as favorable as possible. As interest is the law of association, the deeper your understanding of human interest the better equipped you are to successfully appeal through it.



A realization of the dual character of conscious mental activity presumes *personality* in the individual human being. It is an understanding of the interests of this personality, on which all advertising copy is predicated. There is always the stream of consciousness, produced, or affected by objective stimuli, and there is always the subjective recognition of this stream, through which process we identify it as *belonging* to us. This element of personality is the one factor that elevates the human being above all other forms of animal life. Reason is commonly quoted as the one factor of human activity that elevates man above the beasts, and while it is practically certain that reason is peculiar to the human being it is not as distinctively an individual possession of the human as is his consciousness of personality. In connection with these two phases of self-consciousness there is still another designated by Prof. Sidis as the *sub-waking* self. The importance of the latter will be discussed later, as our concern is self-conscious activity in associations through interest.

This pre-eminent attribute of personality reflects itself in the interest of the individual. Every human being, in a normal state, is vitally concerned and interested in his own being. The strongest human interest is invariably connected with his own well-being; and, associations aroused by copy that lead to an identification of that copy with the personal well-being of the individual must hold his interest. Every normal individuality is selfish. The very essence of personality is "*me*." I am interested in *my* health, *my* work, *my* home, *my* family. Health is a paramount interest of man. It always has been and always will be so. The salutation of almost any language is a variation of "How do you do." To interest a man you ask how *he* is. It is even a secondary consideration to ask how his wife or how his family is. This prevailing phenomenon is responsible for the patent medicine man and his almost universal success. It transcends every other interest of the personality. With modifications our every interest reflects this one great interest.

Professor James mentions as an instinct the desire of the individual "to have and to hold"—the all prevailing

desire to *own* something. Others profess to believe that the religious emotion is an instinct. Neither are absolutely *universal*, though undoubtedly arouse great personal interest. My interest in *me* is greater than an instinct—it is vastly more stable than an emotion. It is the one universal undebatable attribute of human personality. All human interests revert in their last analysis to this one functional interest. If the advertiser will remember this in his copy he will secure the *action* he desires. The more direct the appeal to the *me* the less likely is the copy to fail of its purpose.

The principle in writing copy is to arouse associations in the individual that appeal to the interest of his personality. The variations of this interest have no limit, except the possibilities of activity for the individual. The principle of associations is important only in relation to an individual, and should not be considered in connection with suggestion as related to moving human beings considered as a social body, which will be spoken of in the next chapter.

## Suggestion

There is probably no single term so universally employed by advertisers, by advertising writers or by those in any way connected with advertising as the word SUGGESTION. Its potency has been the subject of more discussion than any single phase of mental activity, and practically every deduction relative to it has emphasized some degree of usefulness in its relation to advertising, advertising copy or advertising results. All psychologists refer to it, and every advertising "authority" has some belief relative to it. The almost unanimous opinion concedes a rare power to it as an element of profit for the advertiser.

Until I actually commenced to write this book I was as favorably impressed with the value of suggestion as is the average man who advertises. During the preparation of the material I had gathered for several years I had entertained what may be termed the popular conception of the subject of suggestion, but had not gone to the trouble of informing myself on the scientific meaning of the word. Reaching this point in the book I sought more specific information relative to suggestion than that contained in the slight references to it in those works I had read or examined. Quite by chance I secured a copy of a book that dealt with the subject of suggestion in an exhaustive manner, and its treatment of the subject completely changed my preconceived ideas of both the meaning of the term and its significance to the advertiser.

The book referred to is "The Psychology of Suggestion," by Dr. Boris Sidis. This book will repay careful study by every advertiser, as its logical presentation of the subject, and the wonderful sequence of the experiments it unfolds will convince every reader that the popular conception relative to suggestion rests on a misconstrued understanding of the very meaning of the term itself. The popular faith in suggestion has for its basis a confusion of meaning that endows the supposed action of suggestion with what really develops through imagination. The popular idea of suggestion is also confused

with other common phases of mental activity, of which imitation is a material factor.

It is as much the duty of advertisers to simplify the meanings of *terms*, as it is to analyze results, and for that reason I propose to devote this chapter to presenting the salient points of Dr. Sidis's book, insofar as they directly affect advertising and the advertiser. The material of this chapter is rather abstruse, and to many will lack in interesting features, and I therefore bespeak a patient reading of it, for it appears to me the points made by Dr. Sidis are extremely vital.

The purpose of Dr. Sidis is to prove that man is a suggestible animal, and his masterly deductions prove this conclusively. In deducing these conclusions he makes very clear that the conditions necessary to successful suggestion are not those that ever occur in their entirety for the advertiser. An understanding of these conditions is therefore of great concern to the advertiser.

His every conclusion is based on definite experiments, which in the aggregate number thousands. His experiments on *normal suggestibility* are the ones with which the advertiser is concerned, and this series covered 4,487 separate experiments, quite sufficient to command respect for the deductions reached. I will attempt to outline the important points of the book, for those who might find a careful reading of it uninteresting. Brevity of this outline entails patient thought by the reader at every point, that the final conclusion may be clear.

To promote thorough agreement on terms the definition of suggestion by Dr. Sidis will be given as he gives it: "By suggestion is meant the intrusion into the mind of an idea; met with more or less opposition by the person; accepted uncritically at last; and realized unreflectively, almost automatically." Without elaborating the meaning of each clause I think this definition expresses what most advertisers believe they accomplish for their copy through what they believe to be suggestion in their advertisements. By "suggestibility" Dr. Sidis means "that peculiar state of mind which is favorable to suggestion."

To one interested in hypnotism, hysteria or any pathological condition the study of the whole book is absorb-



ingly interesting, but the portions dealing with suggestion on the normal individual are the only ones of direct profit to the advertiser, in that they contradict practically all prevalent superstitions so rife among the laity. It will be my attempt to show the importance of such deductions as bear directly on the advertiser's problem, and no other. In doing this I will ask the reader to accept as proved any hypothesis stated by Dr. Sidis, as it would take a book to prove each as he has done. This may be verified by the skeptical through a study of the book itself. Any opinions of my own will be given as such.

Dr. Sidis gives in detail the results of a large number of experiments. I will confine this exposition to one of them.

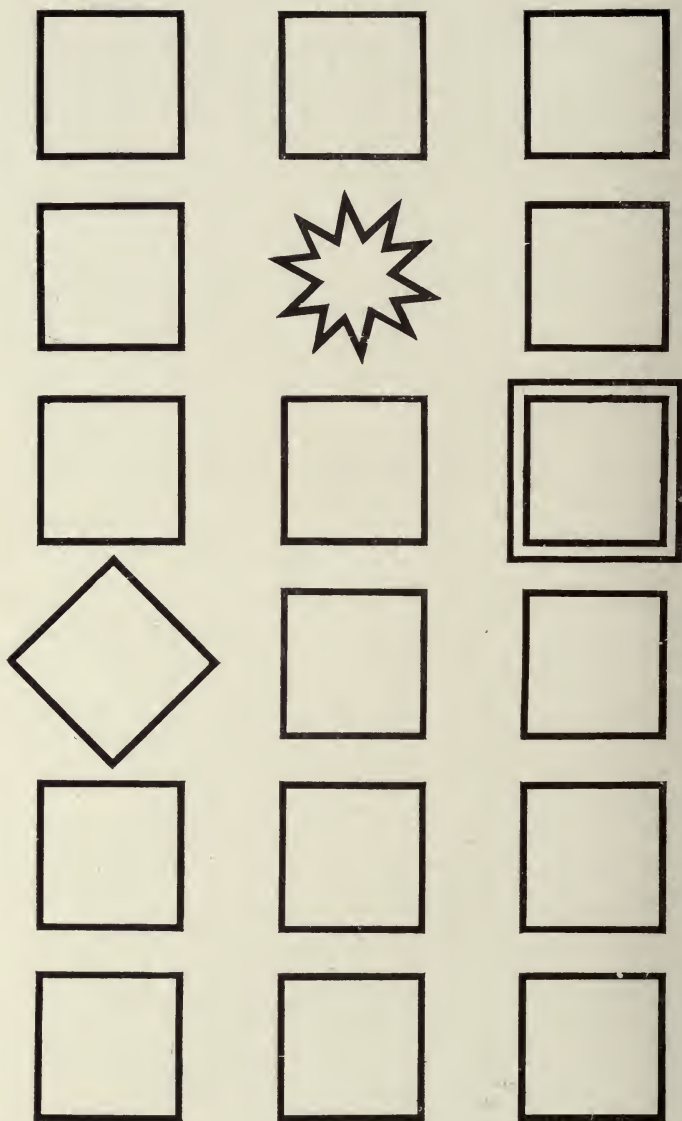
The experiment to be considered was really a series, and was made on perfectly normal men. It was for the purpose of learning whether normal men were suggestible to direct and indirect suggestion, also whether they were suggestible to immediate and mediate suggestion. The experiments permitted the subjects a choice, that is they had the choice of following the suggestion made or of *not* following it, and every precaution known to the experienced laboratory experimenter was taken to eliminate the various elements of error. The operations were as follows: Six small squares of different colors were placed on a white background. A piece of black cardboard concealed them from view. The subject was told to fix attention on the black cardboard for five seconds, after which it was lifted, exposing to view the six colored squares on the white background. If the subject was influenced by the suggestion given he picked out one of the six squares.

Each test was for the purpose of discovering the degree of suggestibility exerted by one of the following conditions:

1. Abnormal position of one of the squares. That is, one of the squares would be pasted crooked on the background. (See illustration page 38.)

2. Colored cover. Instead of a black cardboard cover a colored cover exactly identical with the color of one of the squares would be used.

3. Strange shape. Instead of a square one of the six would be a different shape, as a star, rectangle, etc. (See illustration page 38.)



Illustrations of Tests No. 1, No. 3 and No. 6

4. Color verbally suggested. One of the squares would be placed in the subject's hands and the color determined and mentioned, after which it was replaced in the series and the experiment completed.

5. Place verbally suggested. As the cover was raised the position of the square to be suggested was cried out by the operator, as "Three," or any number decided on as the square to be suggested.

6. Environment. One of the colored squares was pasted over a slightly larger square of a different color. A fringe environing the square was thus formed. (See illustration.)

In the above six experiments a direct suggestion would be made as in experiment 5 by directly calling out "three," when the third square was to be suggested. Indirect suggestion would be made in experiment 1, where the abnormal position would suggest the square it was desired to have the subject choose. If he reacted to the suggestion he chose one of the squares.

Dr. Sidis carefully tabulated all of the results also to discover whether the subject would choose the exact square suggested, or the next one to it. If the exact square was chosen he designated the action *Immediate* suggestion. If a square next to the one suggested was chosen he termed the result *Mediate* suggestion.

The tabulated results of these experiments, expressed in terms of proportion, are as follows:

Table of Immediate Suggestibility.	Per cent.
Abnormal position.....	47.8
Strange shape.....	43.0
Colored cover.....	38.1
Environment.....	30.4
Color verbally suggested.....	28.8
Place verbally suggested.....	19.4

Table of Mediate Suggestibility.	Per cent.
Environment.....	22.2
Strange shape.....	13.0
Colored cover.....	5.8
Abnormal position.....	5.3
Color verbally suggested.....	4.4
Place verbally suggested.....	0.5

The first of the above tables represents the results where the exact square suggested was chosen. The second table represents the results where the square suggested was not chosen, but where the square on either one side or the other of one suggested was chosen.

A table of percentages combining both Immediate and Mediate suggestibility results in the following:

Table of Total Suggestibility.	Per cent.
Strange shape . . . . .	56.0
Abnormal position . . . . .	53.2
Environment . . . . .	52.6
Colored cover . . . . .	43.9
Color verbally suggested . . . . .	33.3
Place verbally suggested . . . . .	19.9

It is obvious that the results of the above experiments point to a very salient factor of normal suggestibility, which is that "*In the normal state a suggestion is more effective the more indirect it is and in proportion as it becomes direct it loses its efficiency.*" I will quote several more of the important deductions noted by Prof. Sidis, all italics being his statements.

*A familiar thing in a strange abnormal position or shape produces the most effective suggestion.*

*An adorned, beautiful object sheds glory on its homely neighbors and makes them more eligible.*

*In the case of normal suggestion indirect suggestion is far more effective than direct suggestion.*

*Normal suggestibility varies as indirect suggestion, and inversely as direct suggestion.*

Prof. Sidis does not give the actual number of tests the above experiment covers. It was but one of a number of different tests that had for their object the suggestibility of the human being under normal conditions. The results and deductions are of interest to the advertiser if not of direct value. The conditions absolutely necessary to secure any results from normal suggestion are more than interesting to the advertiser. They are directly valuable, and I may say of vital importance. The seven conditions discovered by Prof. Sidis must be present in every case of suggestibility. Wherever one of them



failed to enter the experiment was a failure, that is, no suggestion was carried out. These seven conditions are as follows:

First condition. There must be *fixation of attention*. This fixation was never longer than five seconds in all of the 4,487 experiments, except in five hundred, where the limit was somewhat longer. The subject had to hold a small point before attention for five seconds, after which the opportunity for choice was given. The subject *expected* the experiment to follow, but did not suspect its character. If fixation of attention wavered the experiment was a failure, and no suggestion resulted.

Second condition. There must be *distraction of the attention*. That is, there must be an element of distraction for the subject, in order to prevent his centering his attention on the thought of the object of the experiment, (namely on the suggestion itself). This is served through fixating his attention on something else, which was the small point he had to fixate before the actual experiment was produced. If the subject centered his attention on the experiment itself, the experiment almost invariably failed, and there was no suggestion.

Third condition. There must be monotony. Each experiment had to be produced in an atmosphere of silence and monotony. Any outside noises, or disturbances of any kind prevented the success of the experiment. Without monotonous surroundings there is no suggestion.

Fourth condition. There must be a limitation of voluntary movements. That is, the subject had to be in a comfortable position and not move or change his position. Any movement or discomfort prevents suggestion.

Fifth condition. There must be a limited field of consciousness. Such a condition is naturally the outcome of the conditions mentioned above, and their co-existence naturally assumes a limitation of the field of consciousness, which hardly warrants considering it as a condition for suggestion, as it is naturally inseparable from the others as long as they continue constant.

Sixth condition. There must be inhibition. To approximate this condition is the most difficult task of the subject, as it means inhibiting associations that constantly

arise from outside stimulations. It means making the mind a perfect blank during the experiment, and banishing from the mind any association that may arise before the mind's eye, claiming attention. Whenever the subject failed to inhibit the intrusion of such outside associations the experiment invariably failed. This is particularly important to the advertiser, as it is a practical certainty that no reader of an advertisement is consciously trying to banish the natural associations that constantly present themselves in his mind, and without this element of inhibition it is hopeless to expect any result from suggestion.

Seventh condition. The last condition is considered by Prof. Sidis as the most important, and is that of *immediate execution*. If the opportunity for immediately executing the suggestion is absent there is no action. This condition is particularly important to the advertiser, as it makes absolutely futile any suggestion that does not permit of immediate action on the part of the prospective purchaser.

A synopsis of the conditions of normal suggestibility is as follows:

1. Fixation of attention.
2. Distraction.
3. Monotony.
4. Limitation of voluntary movements.
5. Limitation of the field of consciousness.
6. Inhibition.
7. Immediate execution.

Exhaustive study and experimentation by Dr. Sidis deduced conditions relative to abnormal suggestion that were very interesting. Nearly all experiments of abnormal suggestion were made with hypnotic subjects, but did not neglect various phases of pathological conditions that presented opportunity for study in this connection. He found that exactly the same conditions obtain relative to abnormal suggestibility as those discovered in normal suggestibility, with the exception of two, which were entirely absent from abnormal suggestibility. These two were the conditions distraction, and immediate execution. He also discovered that in abnormal suggestion it is the **DIRECT SUGGESTION** that is the most impor-

tant, whereas in normal suggestion it is the **INDIRECT SUGGESTION** that is most potent. In this connection an important point was discovered which has to do with the state of mind in perfectly conscious human beings, under conditions that present almost perfect suggestibility of an abnormal character, which is the phenomenon of the results of suggestion on men in *crowds*. A crowd or group of men present opportunities for abnormal suggestion exactly similar to those experienced with the hypnotic subject. Perfectly intelligent normal human beings are abnormally suggestible when gathered together in crowds, and under such conditions react to suggestion in a manner absolutely foreign to their natural or accustomed habits. A man in a crowd will act through suggestion as those around him act, and he will do things under such conditions that it is hard for him afterwards to believe or admit he has done. This fact is taken advantage of by all skilled orators, and is a perfect example of the results of suggestion under abnormal conditions. It is important to the theory of Dr. Sidis to consider in this connection that such acts are more likely to be harsh and brutish than otherwise and give rise to his deduction that there is a sub-waking, reflex consciousness, entirely distinct from all normal forms of human action, that causes certain reflex actions under proper conditions of suggestibility. This theory is worked out so logically in his book that one must be almost abnormal himself to doubt the scientific truth of his deductions.

Suggestion on a crowd is peculiarly effective. Almost everyone has observed it and fully realized it. It is natural that a great many should concede the same human tendency to individuals, but the reverse is true. The experiments of Dr. Sidis, quoted in this chapter, were made with the distinct purpose of discovering whether the normal human being was prone to react to suggestion. The results quoted prove that under certain conditions the individual will react to suggestion. The vital point for the advertiser is that the necessary conditions are not those that prevail for him.

If we grant that the experiments made by Dr. Sidis are at all conclusive, we must concede that suggestion is

futile as an advertising appeal. Such a conclusion is vastly important, as it upsets the favorite hobby of almost every advertiser. It will be extremely difficult for a great many to accept such a conclusion, due to a confusion as to the exact meaning of suggestion. A great deal of copy is termed suggestion copy, when in reality there is no element of suggestion in it. The same is true of so-called "reason-why" copy. If, however, we grant the definition of Dr. Sidis, and grant his experiments conclusive, suggestion is a waste in advertising.



## Reason

There are valid excuses for the varied interpretations given to the term suggestion, since many unrestricted meanings have been read into it. This charitable judgment fails to extend itself to those who attempt to cover a multitude of sins with the blanket of "reason why" arguments. Since Reason is conceded to be the crowning glory of man alone, there is little excuse for ignorance relative to its limitations. Superstition breeds ignorance, and the frenzied pratings of those contributing to the "reason why" controversy rival in dogma the transcendental scholasticism, with none of the latter's studious preparation.

It is a favorite superstition that because reason is peculiar to the human being it is his prevailing guide to action. Nothing could be much farther from the truth. Man is potentially a reasoning being, but actually he is a creature of habits. Every normal man can reason a little. Some can reason a great deal. Few reason very much, and all reason as little as possible. It is distinctly hard and tiresome to reason, and as a result the ordinary, average man lives his life the easier way, relying on habit, imitation and imagination which are quite sufficient to make the ordinary paths of life easy and conventional.

Since every man has the potential power to reason it is natural to assume that he knows what reasoning is. Since advertising men are exploiting reason as the one factor susceptible to profitable appeal, it is reasonable to suppose that they understand the result of such an appeal. The actual facts appear to point to an aching void where knowledge on this subject might be expected reasonably to obtain.

It is a popular superstition to attribute any *choice* or any *deliberation* to the faculty of reason. Both may obtain in an operation that entails reasoning but neither is an indication of reasoning. An animal both chooses and deliberates, but it is practically certain that he never reasons. If you place before a dog or cat both fish and

meat the dog will choose the meat and the cat the fish. If you place before a cat a savory vegetable and milk it may deliberate some time, and finally choose one or the other, or choose neither.

Reason consists in the consideration of *abstract* relations. Reason is an analysis of the *abstract qualities* of any problem considered. It is not a consideration of any concrete thing, or the relation, one to another, of concrete ideas. The object of any process of reasoning is to attain some particular solution, which the mind is set on obtaining. It is neither haphazard, nor the result of ordinary association of ideas. Ordinarily, reason is evoked in an emergency, when a decision embracing new lines of action must be made. Any action that has been once performed needs no decision dependent on reason, as habit or memory will serve in such cases.

When any problem presents itself for solution through reason its properties of a general character are abstracted and an analysis carried out through similarity. The solution, or judgment finally achieved may result in a concrete idea, but it is made up of abstract ideas resulting from the analytical process that preceded the judgment.

An illustration given by James is given herewith, as it represents the type of decision often made by a purchaser of goods, which is one involving no reason at all, but more likely a choice from emotion: "Suppose I say, when offered a piece of cloth, 'I won't buy that: it looks as if it would fade,' meaning merely that something about it suggests the idea of fading to my mind—my judgment, though possibly correct, is not reasoned, but purely empirical; but if I can say that into the color there enters a certain dye which I know to be chemically unstable, and that *therefore* the color will fade, my judgment has been applied."

In a process of reasoning the analysis naturally presumes a comparison of ideas that occurs entirely from within the mind. No outside stimulus enters in the reasoning. The consideration is entirely that of abstract ideas, which is the important phase of the mental process particularly interesting to the advertiser.

The most important consideration in relation to the scope of reason as applied to its probable value as a matter of appeal is the fact that reason plays but a most unimportant part in the ordinary routine of the average man's existence. If but few men understood German no advertiser would attempt to sell his product through an appeal in German. The faculty is potential in the mind of almost any man to learn and understand German, but few do understand it, or possess any facility in its use. Exactly the same principle applies to the matter of reason. Any normal human being has the faculty of reason, and under certain circumstances may develop a remarkable facility in exercising its powers, but the fact remains that the ordinary conduct of life demands but little exercise of reason, and as a result the great majority of human beings do little or no reasoning from one day's end to the other. It is therefore unprofitable for the advertiser to center his appeal around copy that presumes the exercise of a function so slightly developed in the average man as that of his faculty of reason.

It is a very common superstition of both the advertiser and the average man that the guiding principle of human life is conduct through reason, whereas habit is the prevailing motive. Anything that has once been done is the easier to do a second time, and the prevailing tendency of human activity is to choose the easier way. It is only in the face of an entirely new problem that there is the slightest tendency on the part of the mind to invoke the power of reason in order to arrive at a solution. Even in such contingencies the emotions are quite as likely to present a solution of the problem, on which our action will be as confidently predicated as if decided by a matter of judgment, and in many cases with equal likelihood of ultimate satisfaction. It is so very easy to go through life by following the dictates of habit that it is a difficult matter for a great many people to realize the slight part that reason plays in normal existence.

If on arriving home you unlock your front door and find it does not open readily you push and it yields to pressure. This operation is purely mechanical, and the result of habit, as you have been wont to do the same

thing repeatedly before. No reasoning is necessary to secure entrance.

If instead of yielding to pressure your door resisted every ordinary effort, and a condition confronted you foreign to any previous experience with that door it is quite possible that some reasoning process might be necessary in order to gain entrance. You would first be sure that you had turned the lock, and try again to push the door open. Still unsuccessful, you would examine the door and possibly note that it had sagged and was resting heavier on the bottom sill than it should. Your mind would turn to the abstract problem of unequal pressure. You would call up the abstract idea of friction caused by pressure, and by analyzing the particular facts before you, decide that by relieving the pressure at the bottom the friction would disappear at both top and bottom. You make a judgment to that effect and if your reasoning is correct, on raising the door slightly by an upward lift on the handle the door would open. This process would be reasoning. If you had done before exactly the same thing with that door or any other door it would not be reasoning. In the latter event there would be no abstract ideas to consider, but by means of a memory of a similar situation you would secure a result in which the act of reasoning would not be necessary.

Those who rely on the judgment of the men who reason appeal to a comparatively small portion of the population susceptible to advertising. Those who can reason well, and those who do reason a great deal, owing to the exigencies of their business lives, are not on that account men likely to be susceptible to advertising that requires reasoning. To compel an action through a tedious process is no more pleasant to the subject whether he is capable of performing the necessary mental gyrations or unaccustomed to them. No one likes to work things out during his supposedly leisure moments, and it is actually at just such moments that the avalanche of advertising slides at the head of the unsuspecting reader.

Aside from any consideration of the capability of the ordinary reader to reason, and entirely independent of his desire to do so in connection with any advertising,



there is still a more important objection to employing it as an advertising appeal. This objection is that of inevitable delay.

The process of reason presumes deliberation and delayed conclusions. A judgment presumes an array of abstract ideas. Both pertinent and impertinent abstract considerations are likely to arise in the mind of any one attempting to make a decision through a process of reasoning. Attention is conceded to each idea as it presents itself, and a consideration of relative values is bound to ensue. In the course of this deliberation time is consumed, and a delayed judgment more likely to follow than a decisive one leading to voluntary action. The tendency of the mind to put off till tomorrow is especially noticeable under such conditions. An attempt to enforce a judgment through such a process often results in the presentation of facts that do not meet with any "apperceptive response" on the part of the subject, and entail the temptation of later investigation, fatal to the immediate execution of the action so desirable to the advertiser. This is particularly true when an advertiser attempts to show through a process of reasoning that his product is superior to that of a competitor, and whether the name of the latter is mentioned, or whether it is not, the abstract idea of comparative value arises to confuse the conclusion of the subject, with a very common result of procrastination or downright scepticism.

Contemplation of the merits or demerits of the function of reasoning should not confuse itself in the reader's mind with the popular mania known as "Reason Why" advertising. It is extremely doubtful whether many of the latter's doughty champions would recognize a *non-sequitur* if met in the middle of a desert, and the arguments advanced in defense of the hydra-headed monster are so devoid of sense or logic as to suggest the fallacy of the false cause as a prevailing dementia among its defenders.

As an illustration of the absurd lengths to which this controversy has been drawn a quotation from a booklet published by the "discoverers" of "reason-why" copy will serve as an illuminating example:

"Cream of Wheat is likewise declared to be a conspicuous example of an article of merchandise advertised by general publicity copy, pretty picture copy. Therefore, if much credit for the success of Cream of Wheat is due to advertising, then general publicity, pretty picture copy is a success.

"There is no other conclusion.

"If Colonel Mapes were charged with using 'reason-why' copy he would probably enter an emphatic denial.



Typical Cream of Wheat Copy

"But—

"Does Colonel Mapes know what is and what is not 'reason-why' copy?

"Let us see.

"Perhaps Colonel Mapes is like many another advertiser who looks at form-in-copy and doesn't stop to analyze the contents.

"Perhaps to him an advertisement filled solid with type is 'reason why' and one that contains 99 per cent pictorial art and one per cent text is not.

"Which is a conclusion altogether erroneous.

"For—

"Mere words or mere pictures are form only, and behind the form, underneath the form, inside the form, is the fact, the truth, the real thing itself.

"And the truth with respect to Cream of Wheat is that, no matter what may be the form of its advertisement, no matter how egregiously Colonel Mapes may laden his back cover space with meaningless art—the fact is that Colonel Mapes could not publish other than a 'reason why' advertisement—

"Unless he should absolutely omit the name of the food. For Cream of Wheat is in itself a 'reason why' name that needs no text to make its merits known.

"No housewife needs to be told that wheat is wholesome, that it is the bone and sinew of the staff of life. As well try to paint the lily as to reason out the merit of wheat.

"Cream needs no introduction as to the superlative product of milk, while 'cream,' used figuratively, means the best part of the thing to which it is related. When we skim the cream from milk or from anything else, we separate the superior from the inferior, the fine from the gross, the pure from the less pure.

"And so when a mother reads 'Cream of Wheat,' she instinctively knows that this is the food of foods for her babes, for is it not made of the very cream of the most nourishing of all cereals?

"And to add words to Cream of Wheat advertising would simply be a case of carrying coals to Newcastle, of bailing water through a sieve, of lighting a candle to illuminate the sun.

“‘Cream of Wheat’—just those three words—printed without amplification of any kind, makes one of the finest specimens of ‘reason-why’ copy that ever appeared on a printed page.

“And if Colonel Mapes hasn’t known the fact all along (and laughed when critics lambasted his ‘publicity’ copy) he isn’t nearly as clever at analysis as he was in selecting that many million dollar ‘reason-why’ name.”

Bend the head, dear reader, and view with reverent homage the picture of the Colonel as the creator of an INSTINCT in the aforesaid mother’s trusting breast, chuckling with goulsh glee at the consummation of a miracle worthy of the greatest of the Lord’s anointed.

Fancy, if you can, an *instinct*, bred during the lifetime of “Cream of Wheat,” and endow it with the power of transforming into a product of reason the *figurative*, *imaginative* qualities it so strongly reflects and you have a result likely to tickle the risibilities of a man of much less humor than we will assume the dear Colonel Mapes possesses. Fed on such futile piffle and confused by such maudlin solecisms it is no wonder that some advertisers are willing to contribute to funds of \$1,000 a minute for copywriters capable of making them believe a figure of speech is “reason-why” copy, and that telling others so is quite sufficient to entitle them to at least the tail of the Golden Fleece.

A little reasoning why among the advertisers is what we advertisers need. It is high time that waste be turned to profit. Specious arguments are plentiful, and the susceptibility of the advertiser promotes their increase. One of the strongest proofs of the absence of reason in daily life is the very gullibility of the advertiser himself. It is worth thinking about, for we are all equally guilty.



## Instincts and Habit

In the preceding chapter especial emphasis was directed to the importance of habit in the daily routine of the average human being. Since there is a decided tendency on the part of a great many to confuse habit with instinct it appears pertinent to discuss the two, especially as a comprehension of their importance is essential to a better understanding of the subject of the emotions. It is with the latter that the advertiser must constantly concern himself, and as there is the constant temptation to confuse the emotions with instinct, a thorough understanding of the latter is more than valuable.

It is a common fallacy to consider that a large proportion of human or animal actions results from instinct. In considering the subject it must be clearly understood at the start that while all animals, including human beings, have *instincts* there is no general function of the nervous system that may be termed *instinct*. The human being is endowed with a number of *instincts* but it is a characteristic of those he possesses that they are very transitory and exceedingly subject to inhibitions through the creation of habits.

An instinct is a reflex, impulsive reaction performed involuntarily, and is invariably of inherited character. The present theory of instincts presumes the formation of habits, through a long line of ancestors, that have become transmitted as functional attributes of our nervous systems. Their very character presumes an habitual employment of certain acts through countless generations. Wundt divides all instincts into two classes, which arise from particular sensations or sense feelings having their sources in either the *alimentary* or *genital organs*. Instincts manifest themselves in the very young, and Prof. James is responsible for the statement that by the age of 16 the array of human instincts is complete.

It is a very natural presumption that instincts are transmitted for the purpose of assisting the young to perform necessary actions inseparable from development,

preservation and procreation. Aside from very early infancy the child finds the development of instincts unnecessary as the modern parent is able to direct the child in almost every essential step toward full mental and physical growth. As a result the exhibition of purely instinctive tendencies is observed only in very young children, and as a factor in adult life its consideration has little or no value to the advertiser.

The function of the mind resulting in habitual performance is by far more important, as the normal human being is guided almost entirely by the unconscious performance of innumerable habits. An action originally instinctive may become a habit through repeated performance, and the operation of habits may entirely inhibit the tendency of the mind to react instinctively in the face of certain stimuli.

A habit is presumed to follow the repeated performance of any given action, through the tendency of the mind to discharge impulses along the same "brain paths" previously followed in responding to any given sensation. The more times any action is performed in a certain way the deeper the path formed in the brain, over which the identical impulses were discharged. A certain stimulus being received in the brain occasions a certain return impulse which follows certain brain paths in its transmission to the motor centers. The action which results is definite and certain, dependent on the exact path or paths over which the impulse passed in being transmitted. The recurrence of the same stimulus would result in a similar impulse being again transmitted to the motor center, which would follow the same path previously traversed if that path be sufficiently distinct for the repetition of the same message. The continued repetition of the same stimulus, even at irregular or extended intervals, results in an impulse being sent in the same old way, over the same old path, with the attending similar result. The continued repetition of similar actions results in a "fixed" habit, the importance of which every one realizes when attempting to break undesirable ones. What is true in such extreme cases as those designated "bad habits" obtains

in every other repeated action to a greater or less degree. Every one of us performs some habitual actions each day that are just as much a part of us as waking and sleeping, and the entire routine of our daily life is based on just such actions, exactly similar in character, though differing in degree. There are always certain things that every one of us does exactly the same from one year's end to the other. Some of us carry our keys in the same pocket, always. Others of us never fail to have a match in the same easily accessible place, while others never are able to find one. Many of us, after arising in the morning and eating our breakfast, take a car at the same point, get off at the same point, follow the exact route every day after alighting, and perform our daily work in the same manner from eight in the morning until five at night, repeating the essential actions of our waking hours in a perfectly conscious, though habitual and automatic fashion, week in and week out. An illustration of the force of habit appealed strongly to me only a few days ago. To accommodate our landlord our office had been removed from the fifth floor of our building to the first floor next door. The latter location was purely temporary, until new quarters would be completed. For two years I had gone to lunch at eleven thirty, returning over the same route every day. After our removal to the ground floor I had felt the desire several times to enter the old door, take the elevator and enter my old office. I had resisted this impulse through a distinct realization that my new temporary office was next door. One noon, being somewhat preoccupied, I entered the old door, rang for the elevator, entered the lift and actually walked into my old office, taking off my coat as I entered. Not until I turned to hang my coat did I realize I had no business there and had not for possibly ten days. My every action was performed through habit, which had guided my steps and impelled every action I had taken until a sudden realization of misdirected effort awoke my slumbering active consciousness. Such experiences are extremely common, and it is absolutely unnecessary to be an "absent minded" individual to experience them

constantly. For those who have given the subject but little thought it will be extremely interesting to review as many of the acts of a whole day as it is possible to remember, when a realization of the overwhelming number that were due purely to habit will be a strong factor in comprehending its all embracing influences over our conventional existence.

Owing to the extreme diversity of individual habits it is a difficult thing to aim an appeal that will result in a desired action through habit. This is especially true relative to a general advertising appeal, as even the general habits of individuals, as revealed in special localities, will be absolutely the reverse of those in some other community. The one great exception to this is the very successful appeal through the well-known habits regulating style and fashion. An attempt to change or modify styles and fashions is always risky for this very reason, though at certain seasons new styles and fashions are as habitually accepted as those followed blindly for the conventional period. The advertiser may easily ride to success if shrewd enough to launch his craft on a wave of popular habit, just as to attempt stemming a similar tide means almost certain financial ruin. A particularly interesting illustration of the latter is given by Mr. Lorin F. Deland in "Imagination in Business," whose story of an usually clever fight to perpetuate the Congress gaiter habit proves the futility of an attempt to stay the march of fashion, once it has become a habit.

The potential value of habit, to the advertiser, lies in its power to perpetuate a profitable relationship through satisfaction after the initial purchase has been made. The advertiser who has once made a satisfactory sale starts the laws of habit on a never-ending circle, and the law of the *plateaus of habit* is the bulwark of his defense against competition.

The increasing ease and facility with which the mind reacts in forming a habit is represented not by a gradual curve, but by a set of "*plateaus*." To form a habit a thing must actually be done repeatedly. No matter how much we may understand the manner in which a thing should be done, we have absolutely no facility or



speed in doing it until we have actually repeated the operation a number of times. A thing once done is the foundation of any habit, as the mind will tend to repeat the operation a second time exactly as it performed it the first. No appreciable increase in facility is apparent until any operation has been performed a number of times. That is, we are able to do nothing with greater apparent speed or accuracy until we have done it a certain number of times, when our facility jumps "without notice" to a much higher plane, or *plateau*. The more a thing is done, the higher and higher become the plateaus, although we are never able to rise above one plateau until a certain number of operations have been performed on it, after which we jump suddenly to the next higher, and so on, until the maximum of efficiency is reached. This increase in facility may occur not only during the practice or performance of any certain act, or set of actions, but often succeeds a rest of several days between performances.

This law of acquiring habit certainly may be considered as an active feature in habituating a purchaser to any advertised brand of goods. The one essential in forming such a habit is a complete satisfaction in the original purchase, which will supply an emotional impetus to the potential habit started with the first purchase. The more times a purchase of certain goods is performed the stronger becomes the habit, and the less likely the purchaser to be influenced by any rival inducements for the purchase of similar goods. It is the great impelling force of habit that builds an advertiser's business, and it is the inherent quality of honest goods that makes a second sale easier than the first. It is because of this principle, largely, that "honesty is the best policy." If it were as easy to sell a dishonest article a second and third time, the merchants of the country would doubtless be selling dishonest goods. A great many of them are still doing it, but they are not the ones who are making the advance to the greatest business successes. It is idle to prate of morals or ethics to the business man, but he is keen for the future profit, if he is wise, and it is the wise advertiser who endures

the vicissitudes of this day and age and in spite of them grows and expands. The winning policy is rooted in pure psychology and neither in ethics, morals or religion. As soon as the entire business world recognizes the profit in being honest, it will become honest. He who recognizes it in advance simply has the edge on the other fellow, and will, other things being equal, pass him in the race as sure as his advertising appeals have the proper psychological relationship to this great principle of habit.

There is a secondary by-product of habit that increases the sales of advertised goods, which, in itself, is a primary motive to human action. It is imitation. Imitation is a stronger impulse in the young than is habit, for a child will perform an action for the first time through imitation that he would have no means of performing through habit. It is of primary importance in the life of every adult as well, as it makes the performance of initiatory actions easy, and it is always the tendency of the mind to perform that act which is easiest. This principle acts in extending the sale of an advertised product through the involuntary effect the performance of such a habit by one man has on his neighbor who witnesses its performance. It is imitation, in most cases, that prompts a man at a cigar counter to call for a certain cigar he has just seen another purchase. The conditions previously noted as being necessary to suggestion do not obtain in such an instance, and what many consider as purchases through suggestion are nothing more nor less than acts of pure imitation. It is a most vital characteristic of the human being to act through imitation, and a great deal of the mystery attributed to the effects of suggestion are easily explained when viewed from the proper analyzation of conditions, which point in most cases to acts of imitation and to nothing else. The more habits formed among the greatest number for the purchase of certain goods, the more the consequent sales are increased through imitation of neighbors, friends and associates. The increase so often attributed to "cumulative value of mediums" may be accounted for by this much more reasonable explanation.

## The Emotions

There is probably less popular misunderstanding regarding the scope and importance of the emotions than there is of any other mental function. It is certainly fortunate that this is so, for in proportion to the advertiser's understanding of them he succeeds or fails. I think that every thoughtful, conscientious advertiser will admit that the sole end and aim of advertising is for the purpose of inciting human beings to *voluntary action*. The plethoric general publicity advertiser may grudgingly admit it, if he clings to the "sub-conscious cumulative effect" theory, but he is bound to admit that even his ultimate object is to make sales. There can be no sale without voluntary action. We have an eminent authority in Wilhelm Wundt, who states there can be no act of the will without an emotion. *Ergo*, without arousing emotion there is no sale.

It is certainly fitting, therefore, that the advertiser should be as keen in his appreciation of the emotions as his training and education will permit. It is my confident opinion that advertisers now spending \$1,000,000 a year on mere suspicion, and reducing to laboratory tests every sample of crude material that enters their works, will in a few short years insist on laboratory tests for their advertisements. Such a prophecy is not as chimerical as it may appear. The publicity given to imaginary psycho-criminal investigations, in the interesting fiction by William McHarg and others, has already aroused the sluggish "criminologist" to a realization of its possible practicability. Mr. McHarg's stories are but psychological laboratory methods combined with fancied practical problems. No practical application of their efficiency, in determining changes in respiration and blood pressure due to emotional states, could exceed in practical value the test of every advertisement by just such methods.

It is characteristic of every emotion that it is accompanied by definite physical changes in the human body. The most constant and invariable of these are variations

of the reflex conditions accompanying breathing and heart action. If any advertisement fails to excite a noticeable emotion, the delicate instruments of the psychological laboratory will detect the obscure manifestations of it, if they are there. If they are not present, it is a certainty that the advertisement is a poor one, for there will be no volition without emotion, no sales without action.

If advertising is ever reduced to a science, these reflections may justify themselves. In the meantime there are plenty of practical facts about the emotions directly applicable to present day advertising.

An emotion is a series of feelings, directly connected in time, and consciously experienced as a unified whole. Every emotion in some way prepares for a voluntary action, or is a part of the volition itself. There is a very general distinction between the two classes of emotions. Every one understands that they may be either pleasurable or unpleasurable. It is also fairly well understood that strong emotions of either class are usually attended by bodily reactions that are not beneficial. It is particularly noticeable that strong, unpleasant emotions, such as anger, hate or fear react in a manner absolutely prejudicial to bodily health. The attending depressions succeeding strong pleasant emotions, such as excessive joy, may also present the same undesirable results. It is no part of the advertiser to arouse too strong emotion, as the attending bodily effects vitiate the desired end. The one profitable emotion that every advertiser seeks to arouse is *desire*.

Properly aroused, and skilfully fostered, desire will accomplish the sale. The proper amount of desire is an emotion sufficient to recall its own memory even after the volitional moment of immediate execution has actually passed. The opportunity for immediate execution is often lacking with any advertisement, but the actual memory of the emotion, at the proper psychological moment, is quite sufficient to arouse an equally favorable recurrence of the emotion itself. An emotion in this respect is somewhat similar to a habit. It is subject to similar potency in action under recurring similar condi-



tions. It is characteristic of an emotion that the memory of it may be as strong, if not stronger, than the original state. The recurrence of an emotion in this fashion is unlike habit in that it must have that essential of memory known as *recognition*. In habit an action is practically unconscious, and almost reflex, whereas in memory (of an emotion or anything else) there must be conscious recognition of the present state as a repetition of a past one.

There are many different phases of emotions, some exceedingly interesting, but aside from avoiding the excitation of unpleasant emotions the advertiser has little concern with these abstruse manifestations, except to consider another division of the emotions into *objective* and *subjective*. An emotion is aroused in two fashions, and concerns itself with two phases of mental activity. It arises either from stimuli from within, such as the mental consideration of certain ideas, or is aroused by stimuli from without. In the latter case there is the tendency to refer the emotion to the object arousing the emotion. In the former case the tendency is to amplify its scope by turning the emotion inward, so to speak. It is manifest that the skill of the advertiser arises in his ability to connect with his product, through his advertisement, a pleasant emotion that refers itself to the external object being advertised, and through such a process secure a voluntary act that fulfills the purpose of the advertisement itself.

The potency of memory is of direct concern to every advertiser, and there is a characteristic of this function he should thoroughly understand. It is the various *forms* of memory possessed by different individuals. This diversity of form exhibits itself in the way different people remember things. Some are able to remember distinctly exactly how any previously experienced object *looked*. Such persons possess a *visual* memory. Others are absolutely unable to remember distinctly any visual particulars of a previous experience. Some have distinct *motor* memories. Some distinct *tactual* memories. Others distinct *auditory* memories, etc. Any advertisement that does not possess as an attribute the element of immediate

execution, must depend on memory to enforce its later execution. It is thus important to rely on no one element in the expectation of a result from memory. Simply a picture of any kind, or even a trade mark, is thus possessed of no power over the man who has no sense of visual memory, and there is a large proportion of men who do not possess it. The best kind of picture is a vivid *word picture*. The result of such an image will be a memory of it translated by the reader into terms of his particular form of memory. A successful picture of this kind is most effectively translated into any of the various forms of memory through an appeal to imagination.

The advertisement which solves the problem of arousing an emotion that will prompt immediate execution is naturally the most effective. This is due to the fact that memory fades very rapidly after two seconds, when it is most vivid. At the end of twenty minutes we have forgotten more of an experience than we have a tendency to forget during the ensuing several weeks. If the emotion aroused serves to connect the advertisement with some method of performance applicable to a future time, the element of fading memory is of course minimized. The object of the coupon is admirably served through this principle, as any one moved to employ a coupon overcomes for the advertiser the inevitable fading memory that ordinarily succeeds sensation, feeling, emotion or any other mental functioning. The "Do It Now" idea is to prevent this characteristic tendency of every mind as exhibited by the rapidly fading memory.

Where there is no opportunity for securing an immediate execution, the emotion of desire must be strongly linked through association with as many pleasant, interesting images as possible. Its recall depends on the strength of these "apperceptive" ideas, and their inherent tendency to become associated when the moment of buying presents itself.

Up to this point in the discussion I have attempted an analysis of various mental functions, to appeal through which seems futile if considered as specific individual appeals. I am convinced that appeals through reason and suggestion for instance, are the last appeals an advertiser

should attempt to make, if he expects to move ordinary, average, normal human beings. I do not wish any one to understand, however, that this exposition is for the purpose of even implying that mental actions of any kind are simple, or that it is possible to consider any voluntary act as the result of any simple impulse. On the contrary, every human act is a very complex affair, and the purchase of any product influenced by an advertisement is one dependent on a combination of mental processes. Among the elements influencing any action of this kind it is quite probable that a certain amount of reasoning may enter, and that under the proper conditions suggestion may be a factor. The point I have attempted to make is that there are certain functions of the mind of exceedingly doubtful value, if employed individually and specifically for the purpose of influencing men to buy. The strongest appeal is fundamentally that which combines, in exactly correct proportions, the various elements that produce purchasing action. It is obvious that no one knows or understands just what this proportion is, for we would then possess the *perfect* advertisement, which I think it is safe to say has not yet been discovered.

Many profess to believe that advertising will always remain a sure gamble, and they may be right. There are scientific methods of lessening the odds, however, and one of them is experiment. Copy reflecting nothing but suggestion might be tested in a certain way. A duplication of the same test, with copy appealing to reason, would present some basis for comparison. A large number of such tests, covering a considerable period, and reduced to a definite record of results, might be carried on by actual advertisers. By testing the specific value of each appeal, the result would doubtless astound a good many. If ten advertisers published copy at the same time, each piece of copy the same size, and in the same mediums, their results would prove something, if the experiment were properly conducted. If this ten appealed purely through suggestion, and another ten appealed purely through reason, and a third ten appealed purely through imagination, the net results of each group of ten would give some idea of the value of each appeal.

If the results of one group of ten, appealing through imagination, showed returns three times more or three times less than those of another group of ten it would be pretty conclusive evidence as to the value of the imaginative appeal. The same thing would be true of every specific appeal so tested.

Such a plan as that suggested above may appear very fanciful to a great many. However, there is a great cry being made about "scientific advertising," and the "science" of advertising. It can never become a science without literally thousands of such experiments being conducted. Such experiments might just as well be made by advertisers, in the interest of science, as by those experimenting through imaginary advertisements. We cannot have a science until one or the other is done. The experiments suggested above would cover a very small portion of the great task before some future investigator. Such experiments would give some line on the relative value of the various elements of appeal.

All of the elements so far discussed are in my judgment the minor features of adaptability. The most important and profitable to the advertiser is the one reserved for the next chapter. It is the function imagination.



## Imagination

All human beings, whatever their age or experience, are but the reflection of the development of the race. This development is essentially rapid and progressive in both the man and the race during their infancy. The acquisitiveness of the child is especially noticeable as long as the acquirement of knowledge is easy and as long as the diversity of new impressions absorbs his interest. The mental development of the great mass of humanity is essentially infantile in its scope, limited as it is, with the vast majority, to knowledge from observation. The concern of man, as a rule, is not a study of the *abstract*, but rather a consideration of the *concrete*.

The development of the child and of the race is replete with examples of facility in observing the concrete manifestations that are common property, and of making these manifestations personal experiences. A child observes the manifestations of the conventional home life about him, and choosing what appear to him as the essentials, injects his own being into a relationship with them, and enacts in play a counterpart of the concrete conception he imagines is a reproduction of the reality. He "plays house" in a dry goods box for a parlor, with sticks of wood as furniture, with a doll as himself, and himself as "papa." During a certain period of his existence his entire time is engrossed in observing concrete examples of life about him, and in combining these observations into larger wholes, of which he invariably makes a part.

It has been recognized for centuries that play meant healthy development, but it has been only within the memory of us all that the principle behind the play was the essential. It has yet to be learned by many a parent that the tendency of the child to "tell stories" is simply a healthy manifestation of the principle of imagination, and one to be encouraged, instead of being met with an invitation to witness a performance in the wood shed that "hurts me worse than it does you, my son."

The power to combine observations of concrete manifestations and to the product add elements associated

through their apperception is the function of *imagination*. Imagination is not only the most potent element of a child's development, but is the most persistent function in expanding his knowledge and making it of practical utility. It is so much easier than learning through the process of abstract thinking that it persists throughout as the predominant force in life, and is as characteristic of the adult as it is of the race.

The most simple manifestation of the utility of the imagination is the conception by an individual of any concrete idea, as a reality outside of his own previous experience, which he makes real and personal through a combination of ideas that presumes his actual participation in the performance of the idea presented. The actual performance of this act of imagination is much simpler than the description of it. You see a picture of a man painting a wall with a stream of paint from a hose. You never saw such a thing done, and never even heard of it. Painting is no new idea to you. Sprinkling with a hose is no new idea. Neither are new ideas so far as your experience is concerned. The combination of the two is new to you, but your previous experience with both paint and sprinkling make it perfectly natural to imagine yourself in the position of the man in the picture, and you put yourself there. Combining this idea of yourself doing what the man in the picture is doing is an act of the imagination. Doing so creates a desire to enact the part. This is the result the advertiser wants to secure. He secures it through the imagination.

A higher manifestation of imagination is that which does not necessarily include any idea of the individual's connection with a combination of ideas, such as that exhibited by any artist or craftsman in creating any new conception which is a synthetic combination of experienced concrete ideas. All art is an excellent example of the workings of imagination. All inventors exhibit the workings of imagination in this higher plane. Most great works of all industrial progress are the direct result of the imagination, though the details of most in their technical execution are the results of later reasoning. The great bridge builders have a perfect vision of what a structure

will look like before any details of its actual construction are worked out. The process is a combination of definite concrete ideas worked up into larger and larger wholes until the ultimate conception is a perfect vision, every portion of which has its counterpart in smaller concrete wholes previously experienced.

The basic principle that underlies imagination is exactly the same as that which characterizes reason, namely, the relating activity of apperception. In reason the mind is concerned in the *analysis* of *abstract* ideas, whereas in imagination the mind *synthesizes concrete* ideas. In reason we tear down, while in imagination we build up. The first concerns itself in analyzing abstract ideas, which is the most complex and difficult operation of which the mind is capable. In the latter the mind builds up, synthetically, actual concrete experiences, a much easier operation, and one with which every mind concerns itself passively as well as actively. The essentially easier method of the two is evident.

The advertiser who approaches his problem with a well defined idea that all human beings are essentially prone to act as children act, is much closer to a solution than he who assumes that his prospective customers are endowed with superior reasoning attainments. This is no reflection on the trade of the most discriminating class, as in our most pliable moods the tendency is to react to "childish impulses," and the pliable mood is the one every advertiser yearns to strike at the proper moment. As previously pointed out, the vast majority of individuals, irrespective of age and experience, is the majority possessed of concrete facts and information rather than abstract knowledge and erudition. It is certainly sane and logical to center the advertising appeal where it will hit the greatest number in the most vulnerable spot. Such a course is certainly that of the appeal through imagination, as it appeals to all at every age, and to most almost universally.

It is a normal characteristic of the human being to believe everything that is presented as a truth. It is a characteristic of a large number of individuals to *disbelieve* everything, but such mental conditions are con-

sidered abnormal. It is a mental law that the inclination of the mind is to believe everything is true, if so presented by the various senses. This tendency to consider everything as true would work to the civilized man's undoing, were it not for another tendency which *inhibits* belief. Such inhibitions increase in strength according to a man's apperceptive ability. He who knows most, doubts most. The child, up to a certain age, will believe *anything* told him. As most men are simply grown up children the prevailing inhibition is one usually contained in the very presentation of what presumes to state a truth. An advertisement, therefore, has the potentiality of carrying conviction with it to the greatest number of its readers, unless it contains what should be an obvious inhibition even to the man who writes it. Many truthful advertisements contain inhibitions that actually prevent credence in those predisposed to give them credit.

If, however, an advertisement is skillfully prepared, it not only gains credence, but has the power of inciting to action another vital mental law, which will secure for it the desired result. This law is the tendency of the mind to put in execution every idea of an *action* presented as such to the mind. The contrary tendency is some inhibition that prevents the mind from carrying out its tendency to act. One of the prevailing inhibitions is reason. It is thus actually arousing inhibitory processes to induce a reader of an advertisement to reason about the ideas it presents.

By avoiding inherent inhibitory elements the advertisement has every opportunity to create belief. If the advertisement pictures, through words or actually, an idea of action there is a distinct tendency on the part of the reader to perform the action pictured. As most advertisements seek to create the performance of an act, new to the subject, it presents the essential requisite of inducing action through imagination. The pictured idea of a new action prompts the imagination of the reader to place himself in the picture. Once placing himself there he is impelled to actually perform the action himself, and the emotion of desire is



added to these elements and actually creates a voluntary act on his part, unless inhibitions, stronger than the desire, prevent. The more simple the depiction of the action, the more succinct the picture in concrete elements, the quicker the action of the imagination and the stronger the desire to make the imagined result a reality. No single element of mental processes is as potentially valuable to the advertiser as imagination. If there is any single function susceptible to profitable exploitation it is that of imagination. There is none other safe to employ absolutely alone. Because it possesses this potentiality it is not necessary to employ the imagination as the sole requisite of an advertisement, but it is a certainty no other function may be relied on to go so far or work as effectively for the advertiser.

The advertiser, above all others, should possess imagination himself, but in its application should be exceedingly careful to limit its manifestation to the exploitation of facts, and not confuse its sphere of usefulness as one embracing fancy. Fancy is strictly a product of the imagination, and as a characteristic example presents every fundamental of the more practical process. It is distinctly harmful as the basis for any advertising copy, however, as the image it creates is one never realized in actual operation. An advertisement should appeal to the imagination, but never to fancy, as the satisfaction after purchase is dependent on a preconceived idea that must not be exaggerated. An advertisement should always spur the mind to action by arousing an image susceptible of not only being duplicated through actual possession, but of being appreciated more fully after purchase than before. Every sale of an advertised product should be made on the theory that more is actually given than advertised. The product that realizes this ideal condition is, it must be admitted, rather rare, but the success of an advertiser increases in proportion as this element prevails. To give, always, a little more than is promised creates an emotion of satisfaction that can not be overestimated. The old theory of merchandising, the *caveat emptor* basis, has wrecked many adver-

tising barks that skillful advertising copy might otherwise have piloted to success. It is no part of imagination's power to be employed in fanciful appeals that create a strong desire to purchase, only to disillusion the purchaser after the actual purchase fails to realize the glowing description that prompted the sale.

Strict honesty is thus hardly the acme of success. It is better policy to restrict the description of a product to one that leaves some room for pleasant surprise, than to adhere to a strictly *honest* description that accentuates every detail with religious exactitude. It is better to leave to the imagination a few good points, than tell every favorable one and at the same time hide the bad ones.

Graphic instructions should accompany the goods wherever sales are made by advertising. This is particularly essential where goods are sold to women, who can reason as well as men, it is true, but whose judgments, nevertheless, are more likely to be based on the emotions than on any logical principle. This is particularly noticeable in the marketing of any mechanical device. Many manufacturers rely entirely on the advertising that precedes a sale to insure satisfaction in the use of an article after it is purchased, which is a great mistake. I have been personally in touch with the sale of two household devices, both of which were used by women in the kitchen, and the history of each presented no sign of a realization of this principle prior to my having interested myself in their sale. No definite instructions accompanied either device before I undertook to improve the condition of either business. The lack of success in each case might well have been attributed to this fatal oversight, had not entire lack of method, the natural accompaniment of such carelessness, been equally apparent. It is no part of an advertising success to leave the operation of any device to the presumed reasoning power of the purchaser. He simply does not possess it, or resents the necessity of having to employ it through the indifference of an advertiser.

What applies essentially to a device, is correspondingly important in the satisfaction of any purchase.

The more complete and comprehensive the directions or explanations relative to any advertised product, the greater the satisfaction, and hence the more resultant sales.

A result of an activity accompanying imagination, of prime importance to the advertiser, is that which invariably manifests itself in connection with *novelty*. The mind is constantly seeking the *new*. It is extremely rare for the educated man of ripe experience to realize any real new sensations. Those he has not before actually experienced are perfectly familiar through having heard or read of them. It is harder to interest an educated man for this reason. The man of narrowed opportunities for observation is by far more susceptible. There are more experiences that appeal to him as new. Every mind is interested in making its own any new experience that presents itself. This is easiest done through imagination, which projects the personality into any concrete ideas that are presented, making the new ideas personal experiences. The element of novelty is thus of paramount value, and I will attempt to show later that it is only in presenting a new idea to new readers that is sufficient explanation of any advertised product's success, or even its continuous prosperity. Novelty is one of the essentials of a successful appeal to the imagination. It is almost always successful if not confused with fancy, granting of course that merit is the foundation of the product.

The element of interest through novelty, and apprehensive activity through imagination are constant and invariable manifestations of human progress, irrespective of age or educational advantages. They are in fact the most important accompaniments of all progress, either individual or racial. There never was a single new thing in the world. Everything that has its existence possesses it through a combination of previously experienced entities. No truth is more true or more vital. It is the essential of all life, growth and knowledge. It is the paramount manifestation of mental activity. It is the strongest force in advertising appeal. I can appreciate no condition where its efficiency can be

comparable with any other single function of mental activity, as viewed from the advertiser's position, which is that of the maximum profit for the minimum of cost.

There is a growing tendency to discard the old superstition that man is guided through reason. It is a characteristic of the decline of a superstition to accompany its admission by a qualified acknowledgment. Even for those "about to be persuaded" it is too unconventional to admit more than a partial truth at a time. A result of this spirit is responsible for the admission by a great many that advertising may appeal through imagination on small purchases, but that it does not apply to large or important ones.

It is particularly hard for these devotees to admit that imagination and not reason impels purchases, though they are absolutely forced to the admission that it is a potent factor in many instances. As a concession they seek to divide the purchasing power of reason and imagination by drawing a line of value, below which imagination is operative, and above which the light of reason holds full sway. Some even go so far as to name the amount, endowing the magic sum of \$1,000 as possessing the power of invoking reason in its expenditure, since it is a *large* sum. As most automobiles cost over \$1,000, it is clear, from their viewpoint, that no automobiles may be sold on any other principle than that of reason.

The apparent absurdity of such reasoning is clear when we consider the question of relative values. One hundred dollars to most men is by far larger than is \$1,000 to the average purchaser of an automobile. Any quibbling over such illogical premises simply invites ridicule. The solution, if any, is certainly one of principle and not of relative monetary values. I have no doubt that the purchase of a railroad or any equally momentous undertaking is the result very largely of reasoning, though imagination is bound to be a factor. Those in a position to undertake such a purchase are by training and habit inclined to reach conclusion through this faculty, but the imagination certainly is a potent factor even in such cases, as the development of such properties is always one of the salient features in promoting such undertakings.



The future possibilities are certain concrete images, almost purely the result of imagination, which the skill and resourcefulness of those able to manipulate such deals usually consummate.

It is the portion of even the exceptional advertiser to experience few situations where such conditions ordinarily

Chalmers Pony Tonneau  
\$1600

## Spring Days are Motoring Days

Spring is now just over the hill to the south of you, or a night's ride at most. It will be at your front door in a week or so, teasing you out to the fields, the woods and the open roads.

Certain wonderful things have happened in this land each spring for a long, long time. Those certain things will happen again this year. The snow and ice will slip into the earth and into the streams; the ground will warm and soften; sap will exude in the trees and swell the buds; a robin will hop around on the front lawn, fresh green grass will spring up by the roadside; a crocus will burst through the soil, amazingly as a song from a bird's throat; there will be plowing and planting in preparation for new harvests and new wealth; the golf links will get good again; and the World's Champion Athletics will be beaten by Pennam Hallow in a practice game down South. Thus shall we know that spring is here.

The spring is the best motoring time of the year, except possibly summer, fall and winter.

Certain wonderful things have happened in you each spring, too, and they will happen again this year. New life and new desires will surge through you. Most of all the race old instinct to move about—the instinct to "hit the trail"—will itch in your heart and burn in every pulse.

You will yearn for change, for movement and variety—most of all for what we call "the country," where corn grows and flowers bloom and birds sing—where fresh air and sunshine are free and unavoidable.

To gratify this ever-recurring yearning to be out and on your way, there is nothing so good as a motor car. In a good car you can see 300 miles of country—your whole county—half your state—in a day.

A motor car not only satisfies your desire for motion and for change; it renews your health and vigor; fills your lungs with the sweet spring air; wipes away the cobwebs that in-door winter living has lodged in your tissues. It is a joy to all the family. It educates the children because it takes them to the country where they can see things grow. The best education is in things rather than in books.

Your car saves time. Every day it makes two minutes grow for you where only one minute grew before.

You can't always get the car you want just when you want it. The demand for Chalmers cars has always been so strong that it has seldom been possible for a dealer to supply a car immediately. An order placed at once for a Chalmers would, however, insure your getting your car before the spring days are gone.

It seems to be unusually fitting to have a new Chalmers car—beautiful in its grace of line, smooth paint and polished brass—pull up in front of your door some bright spring day, to be yours, to have and to drive. Somehow or other this seems right in keeping with the season, sort of a new Easter outfit, so to speak.

Chalmers "30"—\$1500. Chalmers "Forty," \$2750.

**Chalmers Motor Company, (Licensed under Selden Patent) Detroit, Mich.**

This illustration is for information only. It is not a motor car.

### Some Questions For You

Chalmers cars are good cars. You know the world of them. Chalmers owners are those who have owned other cars. They best know the difference—the more important details that make the Chalmers more satisfying.

A few years ago when you started out on even a short run to try the serious question always was: "Can I get back?" Nowadays with any one of many cars the answer is yes in a thousand that you will get back, no matter how long your trip.

How long will this car last and keep its youth and its good appearance and its smoothness? Will it be economical? Is there an organization here of this car that can make good the business service?

Has this car beauty of line and finish? Is it comfortable? Is it safe? Will it give the utmost comfort at all times to driver and passengers, even the children and older people?

Will it be a good seller in a year, two years, five years from now? A Chalmers car will be because our strict cost-price policy establishes a standard price for second-hand Chalmers cars.

As for the answers to these other questions we believe Chalmers Motor Company can give better answers than any company in the business. For these answers we refer you to our dealers and the cars.

Looking by our sales records, they are pretty good answers. You desire an outstanding value. We will be glad to send you the information you request. Also our new catalog R.

Typical Chalmers Copy

obtain, which makes any analysis thereof sufficiently fanciful to obviate the necessity of discussion.

As a practical problem the question daily arises in the advertising of automobiles. No automobile copy of recent years created as favorable attention as the copy designed by Mr. Harry Ford in advertising Chalmers motor cars through the imaginative appeal. The campaign being started in 1910 and continued until the present time was outlined by Mr. Ford with the appeal to the imagination as the keynote of its purpose. The illustration given on the preceding page of one of these characteristic advertisements is designated by Mr. Ford as typical of the series. No keying is attempted by Mr. Ford, who feels it is impossible to trace direct results in any way. He has advised me, however, that more requests for information resulted directly from this copy than any previously experienced, and for weeks after the first appearance of this kind of copy letters of commendation on its conception and execution simply overwhelmed him with the unexpected nature of their sincere praise.

Single pieces of copy and exceptional short campaigns have from time to time created mild sensations in automobile circles, but for sustained interest and uniform commendation the Chalmers imagination copy has perhaps done more to awaken the automobile manufacturer to the possibilities of an entirely unique method than any other previous campaign. The time-worn method of advertising automobiles has been to fill space with technical, abstract expositions relative to length of wheel-base, length of stroke, width of bore, drop forge axles and similar abstruse material. Such copy has doubtless sold automobiles, and a lot of them, but could such copy begin to interest and move to purchase the maximum number that might have been appealed to with a more intelligent use of such extravagance of space? It is hard for a technical, unimaginative man to write other copy than that reflecting his own mental attitude. It has been necessary for an imaginative mind such as Mr. Ford's, not only to conceive such a campaign, but possess sufficient courage to see it through, for you may

rest assured it took courage. The results in less than a year's time have completely justified the experiment. A completely new model announced about July 8 of 1911 resulted in orders of over 1000 in about forty-five days. None of the machines had been manufactured or shipped to the territory affording the orders. Dealers took deposits for this model through the desire of purchasers to own the car that had been described to them in an understandable, concrete, imaginative way. They purchased, on confidence, the machine whose possession meant more to them than ownership of gears, tires, bodies, transmissions and what not. The success of this imaginative campaign is one that will sooner or later stand out as the dawn of imaginative copy for automobile advertising. The "thousand dollar reason why limit" is as ridiculous in selling any automobile, as imaginative copy has been successful in selling the Chalmers.

It is not necessary to restrict the development of imaginative copy to either mediums or product. Street car advertising lends itself with peculiar force to imaginative copy, and some excellent examples of it may be found in any street car, side by side with copy almost anyone would condemn except the men who write and pay for it. The mental picture is best produced through the imagination, and in proportion to its strength will be effective. It is an easier matter to remember forceful imaginative copy than it is to recollect arguments or reasons. The percentage of advertising that may produce an immediate action is much smaller than that relying on memory for later results. The copy most likely to endure in a prospective's mind is imaginative copy.

It is possible to draw a picture for the imagination even in small classified space. A word picture is just as strong for many persons, as a real picture, and is quite as likely to produce results of the desired character. In considering imagination as a strong element in copy, it is not necessary to limit its usefulness to actual advertisements. All sales letters present opportunities for securing action through the imagination. Figures and quotations are often necessary in sales letters, and

if placed first may be followed most effectively by drawing a picture for the prospect, the elements of which reflect the imaginative appeal discussed throughout this chapter.

In considering the importance of the imagination from an advertising viewpoint, it is well to consider it as an essential part of every phase of a campaign. All literature and letters, as well as copy, lend themselves to the reflection of this important principle, and for most propositions will be found profitable. Many advertisers are fully aware of the importance of the imaginative, and it is, of course, unimportant whether they call it Imagination, Suggestion, or Reason Why. A thorough understanding of terms would doubtless dissipate a great deal of the confusion which now lies in the minds of many, and for that reason more stress has been placed on the subject than would have been justified otherwise.



## Cumulative Value

Any successful business, whether an advertised business or not, is the result of *growth*. It is very difficult to *create* a successful business, as both trade and profits appear to pile up gradually, with the tendency to constantly increase. In practically every unadvertised business a maximum of increase is attained in a comparatively short time. In an advertised business the limit of profitable extension is usually commensurate with the skill, courage and ability of the advertiser. Some advertised businesses exhibit the maximum of profit quickly, defying all attempts to expand thereafter. Such cases are comparatively rare among those skillfully advertised, although the conditions of certain lines of trade preclude any increase after a certain limit of possible business is reached.

An accompaniment of advertised business is this tendency of cumulative increase. This marked characteristic of most advertised businesses has been turned to immense profit by the publishing interests, who long, long ago pounced on the principle and declared it the essential property of the *advertising medium*, instead of a principal of the business advertised. This pernicious doctrine, so skillfully fostered by the space seller, has developed for him a superstitious fetichism that is actually venerated as an unshakable law. Conceived in the dim past the doctrine of cumulative value is kept alive by the seller of advertising through the pure ignorance of the buyer of advertising. In discussing the subject here let it be thoroughly understood that any attack of mine is not against the principle of cumulative value, but against its appropriation by the publisher who claims cumulative value is an attribute of his medium, whereas it is strictly an attribute of honest, satisfactory business methods. Cumulative value is no more the peculiar attribute of an advertised business than it is of an unadvertised business. An advertised business, however, has a potential area manifestly greater than any unadvertised business. To secure real cumulative value the advertiser must be infinitely careful, honest and honor-

able in dealing with purchasers, and through such policies he may expect a degree of cumulative value that is absolutely beyond any possible return of such character for the unadvertised enterprise.

It has never been hard for the seller of advertising to hoodwink the purchaser of advertising. The proper appeal to our imagination will always "get" us, no matter how unlikely the slick argument is, when viewed in the sane light of reason. The psychological explanation of this superstition relative to cumulative value is easy. The sellers of advertising have always said it was the true word. Few if any advertisers ever doubted the statement sufficiently to put it to a true test. As a result those who failed to succeed were content to berate themselves as the "experts" berated them, and the failures were chalked up to "wrong copy," or what is more probable as the experts' opinion, "not enough money spent." There are plenty of other excuses that might be conjectured, but these two are sufficiently prevalent to make a catalogue of the others superfluous.

The favorite platitude of the seller of advertising is "constant dripping wears away the biggest stone." A careful analysis of the meaning behind such a platitude will convince most advertisers that their chances for success through such a process are about as slow and sure during the course of an ordinary life time, as the practical geological result is likely to be manifest in any ten human generations. The cumulative value of publications and the wearing away of geologic formations are equally effective and practical.

The concrete manifestations of this platitude take the following forms as selling points:

Every advertiser is familiar with each of these statements:

1. The first insertion of your advertisement is no practical test of its efficiency.
2. In order to secure any practical test for your advertisement it must appear not less than three times, in a publication.
3. By constant repetition of your advertisement in a publication you will at last secure profitable returns for yourself from it.

4. You cannot secure profitable results by spasmodic insertions of an advertisement in any publication. If you do not have the "courage" to run an advertisement constantly and long you will fail.

5. The longer and more persistently you run your advertisements in any publication the more profitable it will become for you.

A self-evident corollary is the necessary result of such superstitions. It is that unless the advertiser has an unlimited amount of money for experimental purposes and an unbounded faith in such representations he will fail, unless some divine providence endows him with a degree of prescience that insures copy of miraculous pulling power.

On entering the advertising field I was aware, in a more or less hazy fashion, that each of the above five "laws" were supposed to have been written by some advertising Moses and to be the more revered on account of their Apocryphal character than might be the case were their authority vested in any ordinary human of modern times. With characteristic agnosticism I asked to be shown, but no facts nor figures were adducible. I have yet to learn of any scientific data in support of the prevailing dogma. I quickly commenced gathering data myself, with the uncontrovertible result, the farther I went, that each and every claim in support of this common belief was, in my particular case, *absolutely erroneous*.

During my extreme infancy as an advertiser I exhibited a degree of bull-headed obstinacy that was the despair of many a magazine special. Their cumulative value theory attracted me mightily, first because it violated every principle of psychology, logic and reason and nevertheless appeared to be the guiding principle of every seller of space I met, as well as the accepted belief of most advertisers. Second, because, if true, it certainly meant a great deal to me as an advertiser and I wanted to be sure of it.

But, *I had to be shown*, and no one in over four years has been able to do it. I have listened to many spellbinders, and have participated in many wind jammings and have many the time and oft asked for facts and figures to support the fanciful oratory so plentifully em-

ployed in eulogizing old cumulative value. No facts—no figures—just *faith*. Faith is a great thing, and without it this life would be a desert waste, but in buying advertising of the seller of space I prefer faith in facts and figures to faith in ignorance, especially as faith in the seller's theory is purely at my expense. *He* rarely if ever tries it, you will notice.

With the firm conviction that the problem was in reality one easy of solution in my particular case I started out to solve it, and did so to my own satisfaction. I exhibited my results to the devotees of the dogma. They were considerably surprised to learn that my records were absolutely open to their inspection, and on account of it were much inclined at first to entertain grave doubts as to my sanity. As time went by and the records of month to month strengthened in convincing material, doubts of my personal sanity seemed to wane, and in its stead the records were dubbed "perfectly extraordinary, don't you know." "Most interesting and remarkable, but *absolutely unique*, don't you know." Never having had any experience in advertising I began to view my proposition as the one great exception, and for a number of months took pardonable pride in having evolved a business that presented manifestations absolutely contrary to those of any other advertiser since advertising was discovered. As time passed I became directly interested in the exploitation of other propositions through advertising, and from time to time secured more or less complete records of the results of other advertisers. The facts then began to come out. My original observations relative to cumulative value were exactly the same, in all essential particulars, as those that invariably manifested themselves wherever careful dependable records were kept. All of my own records will be given later, as well as a number of others, and they will all show that the prevailing theories of cumulative value are absolutely erroneous, misleading and in many instances are absolutely fanciful.

By means of accurate records, without which few advertisers have any excuse for being, I succeeded in deducing the following *laws for my own business*:



The first insertion of a tried piece of copy in a new medium will pay better, in every way, than any subsequent insertion of the same copy in the same magazine.

The reappearance of the same piece of copy in the same magazine will pay less in direct proportion to the number of times it runs consecutively.

By inserting a certain piece of copy in a certain magazine and skipping every subsequent issue until the first (or any insertion) pays out it is possible to use certain publications that would mean almost dead loss if used consecutively.

Changing copy and running consecutively will not prove any more profitable than running the same copy consecutively, if each change is equally strong copy.

The first piece of copy in any publication will, per dollar spent, produce more business than any piece of copy ever run in that publication.

The longer any copy is run in any publication the more it costs to run it and the less results it pulls.

All advertising from which these rules were deduced was keyed according to size of space. The spaces used varied from four lines classified to three page readers. Every piece of copy of a certain size, in a certain medium, was keyed the same irrespective of the number of times it showed, or the intervals succeeding insertions. A piece of fifty-six line copy run in 1909 in *Everybody's Magazine*, for instance, was keyed 29. It was repeated often, the latest showing being in July, 1911, and keyed the same. This style of keying gives every benefit to the magazine, as sales are just as likely to result one time as another, as a continuous follow-up is working on every prospect all the time. All inquiries that come in at any one time may be the result of the same advertisement in any one of the preceding issues. This results in giving any single insertion a decidedly favorable handicap, but in spite of this every rule outlined above has proved there is no such thing as cumulative value in any publication. Now and then some isolated cases violate these rules, and more inquiries may be secured on a second insertion than on the first. By subtracting those proportionately attributable to the first, it would almost invariably prove the second or later insertion poorer than the first. By keying

all the same in this fashion, it has also been possible to maintain a fairly even average of interest for several months. Sometimes an intermediate insertion would actually show better than the first or subsequent insertions. Such cases usually proved some particular feature responsible for such differences. Better position, some especially interesting article in some number, or one of any number of possible explanations would be evident. In some cases no explanation would be apparent, but one great rule has never been changed, and it is a death blow to any publication trying to sell me space on cumulative value theory. *Every publication either wears out for any single proposition, if used consecutively, or increases in cost to a decidedly marked degree, usually prohibitive.*

Varying in no essential particulars every set of records I have had any opportunity to examine have proved exactly the same things as mine have proved.

Several years ago a popular magazine conducted a subscription campaign which actually embraced the use of magazines as well as newspapers. The subscription price was \$1.00. The size of the space varied somewhat in different mediums, but the table of advertising costs will show the approximate sizes. The results of this campaign were given to me with the request that I use them with no mention of the publication's name. The copy pulled subscriptions direct.

The tabulated data of this campaign follows:

Date run	Medium	Cost of ad.	No. of subs.	Cost per sub.
March	Technical World	\$40.00	51	\$0.79
April	Technical World	40.00	20	2.00
Feb. 19	Saturday Evening Post	250.00	338	.72
March 6	Saturday Evening Post	250.00	181	1.38
Feb. 12	Scientific American	37.50	47	.80
Feb. 17	Youth's Companion	200.00	234	.85
March	Circle	30.00	10	3.00
April	Circle	30.00	3	10.00
Feb. 26	Collier's Weekly	100.00	136	.73
Feb. 19	Literary Digest	45.00	58	.74
March 19	Literary Digest	62.50	35	1.80
March	American Boy	50.00	66	.75
Feb. 3	Chicago Journal	12.00	17	.71
Mar. 3	Chicago Journal	27.00	13	2.07
Feb. 6	Chicago Examiner	90.00	258	.35
Feb. 27	Chicago Examiner	90.00	94	.95

# Cumulative Value

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Date run	Medium	Cost of ad.	No. of subs.	Cost per sub.
Mar. 6	Chicago Examiner	\$90.00	57	\$1.60
Mar. 13	Chicago Examiner	90.00	25	3.60
Feb. 5	Chicago American	31.50	24	1.35
Feb. 6	New York American	112.50	131	.85
Mar. 6	New York American	112.50	71	1.38
March	American Magazine	52.50	74	.74
April	Cavalier	20.00	6	3.33
April	Argosy	60.00	29	2.06
April	Rail Road's Magazine	30.00	19	1.63
April	All Story	40.00	13	3.07
Feb. 13	Chicago Inter Ocean	15.00	20	.75
Mar. 6	Chicago Inter Ocean	33.75	29	1.16
Feb. 15	New York Journal	49.00	62	.79
Mar. 8	New York Journal	112.50	53	2.12
Feb. 27	San Francisco Examiner	30.00	67	.45
Mar. 20	San Francisco Examiner	42.50	9	4.71
Feb. 27	Los Angeles Times	15.00	2	7.50
Feb. 27	Denver Post	12.00	6	2.00
Feb. 27	New York World	25.00	18	1.40
Feb. 25	Detroit News	15.00	23	.65
Feb. 27	St. Louis Globe-Democrat	30.00	21	1.43
Feb. 27	Minneapolis Journal	11.00	21	.52
Mar. 13	Minneapolis Journal	24.75	2	12.37
Mar. 27	Minneapolis Journal	24.75	1	24.75
Feb. 27	New York Herald	42.00	39	1.08
Feb. 27	Chicago Record-Herald	20.00	23	.88
Feb. 27	Philadelphia Times	12.00	22	.55
Mar. 20	Philadelphia Times	27.00	3	9.00
Feb. 27	Los Angeles Examiner	10.00	16	.62
Mar. 13	Los Angeles Examiner	22.50	11	2.22
Feb. 27	Chicago Tribune	30.00	72	.41
Mar. 20	Chicago Tribune	67.50	9	7.50
Feb. 27	Boston Post	20.00	32	.63
Mar. 13	Boston Post	45.00	7	6.42
Feb. 23	San Francisco Weekly	20.00	23	.90
Feb. 20	Philadelphia Inquirer	25.00	23	1.09
April	Blue Book Magazine	37.50	16	2.34
April	Popular Magazine	56.25	16	3.51
Feb. 20	St. Louis Post-Despatch	20.00	38	.52
Mar. 13	St. Louis Post-Despatch	45.00	26	1.73
Feb. 20	Cincinnati Enquirer	18.00	24	.75
Mar. 20	Cincinnati Enquirer	40.50	8	5.05
Feb. 19	Saturday Chronicle-Telegraph	18.00	19	.95
Feb. 20	Pittsburg Gazette Times			
Feb. 20	Kansas City Star	20.00	14	1.43
Feb. 20	Rocky Mountain News	10.00	6	1.66
Mar. 7	Cleveland Press	14.00	16	.87
April	Hampton's Magazine	58.44	42	1.40
Mar. 23	Christian Herald	36.00	6	6.00

An analysis of these actual results in securing magazine subscriptions develops many interesting features. I will point out several that are particularly illuminating in reference to the cumulative value superstition.

The average cost per subscriber from the entire campaign is \$1.10; \$3,147.94 in advertising resulted in 2855 subscribers at \$1.00 each.

The average cost per subscriber from the first insertion of these advertisements is 85 cents. This includes a count of the publications used only once. The total amount spent in one time insertions and in the first insertions of those used more than once was \$1,870.19, which resulted in 2196 subscribers.

The average cost per subscriber on the subsequent insertions is \$1.91. "Cumulative value" raised the cost from 85 cents to \$1.91.

The "magic third" insertion was tried but twice. In the first case it raised the average cost in that medium from 35 cents to \$3.60, over ten times the cost. In the second case it raised the average cost from 52 cents to \$24.75, an increase of over 47 times. Old cumulative value was evidently asleep at the switch.

Twenty-one insertions in magazines yielded 1400 subscribers for \$1525.69, at an average cost of \$1.08.

Forty-four insertions in newspapers at a cost of \$1621.25 secured 1455 subscribers, at an average cost of \$1.11.

An increase in the size of space for second insertions failed to develop even as many subscribers as the first insertion with smaller space. This is found to be true not only relatively, but actually, as no second insertion of even more than twice the space resulted in as many subscribers as the first insertion of half the space.

This campaign is not quoted here because it is unique, for its results will be found to duplicate themselves in subsequent records quoted. It is shown here because of its pertinent reflection of the principles I wish to show, and because the results secured are those of a magazine whose presumed talking points for space embrace the exploitation of a theory it finds impossible to sustain for itself.

The sellers of space are being confronted with advertisers' records that are gradually reflecting actual condi-



tions. The importance of complete scientific records is being constantly recognized by the careful advertiser. The result has been evidence susceptible of little or no doubt relative to most "keyed" publicity. There is still the great mass of "untraced" returns with most keyed campaigns, which present opportunities for the seller of space to keep the superstitions alive. By eliminating this feature of doubt any advertiser will be in a position to convince himself absolutely that there is no such thing as cumulative value as applied to publications. This can be done in almost any advertising campaign which keys results. In my own particular case I have been able to reduce unkeyed results to six-one-hundredths of one per cent. I will show how this has been done later. It is on account of this approximate accuracy of returns that the records I will show leave no room for conjecture. The chance for specious argument by the seller of space depends on the varying incompleteness of any advertiser's records. The more careless the record keeping the greater chance for the seller of space to hoodwink the advertiser. One man's guess in such a case is about as good as another's. There is no excuse for guessing about results you can prove.

One set of records that will be shown in their entirety will indicate the result to the advertiser of incomplete record keeping. It will show that whereas only about 2% of inquiries were received unkeyed, over 15% of cash was not credited to keys. This discrepancy of about 13% represented money sent by inquirers who had keyed their initial inquiries, but whose keyed cards could not be found when the money arrived. This was due to a burdensome system of record keeping, as well as a costly and inaccurate one. This 15% represented almost \$20,000 in cash. Such a sum blinded the advertiser to the real meaning of his keyed returns, and I am convinced cost him not less than \$30,000 in profits he might have had.

Such gaps in accurate record keeping make it easy for the seller of space to pull the wool over the eyes of the advertiser. It is the remaining ragged edge being desperately clung to by the seller of space in attempting to keep the superstition alive with the keyed advertiser. As

more advertisers put in dependable record systems the less chance for the publisher to perpetuate the old superstition. He has therefore taken another very clever stand. He is now beginning to admit what he is forced to concede. His admission is something as follows:

"Keyed advertising is 'mail order' copy. It is entirely different than any other kind of advertising. The laws and rules that govern its profitable use do not apply to any other kind of advertising. You have no right to assume that the mental laws governing sales through keyed advertisements are laws of general applicability. If our publications do not present cumulative value for mail order copy it is because the latter is an abominable freak. If your records force an admission from us that keyed copy does not show cumulative value we will of course admit it. *But look at the general publicity copy. It secures cumulative value from us. It is not keyed and nothing can be traced to it. We defy you to prove anything is true about it except what we tell you is true. You will never be able to prove us wrong about general publicity, as the chance for proving it rests with God alone.*"

In analyzing the possible grounds for any faith in cumulative value we must therefore consider this clever stand of the publication selling pages of space on the strength of it. Before doing so it is not sufficient for me to simply state that there is no cumulative value in my own case. I must prove it in order to warrant any faith greater than that I deplore as the prevailing superstition relative to the other side of the case.

In a later chapter I will show actual records proving the claims made above. Some of them will have a direct bearing on what is supposed to happen in general publicity appeals. We will try to understand the latter to the limit of the evidence and the apparent facts.

## Advertising Record Keeping

The greatest number of records, in any one business, to be shown in this book are those of The American Collection Service. It is therefore pertinent and desirable that I explain in some detail just what The American Collection Service is. An understanding of the proposition itself will make the records of its growth more clear.

The American Collection Service is a correspondence school. It teaches the collection business, exclusively by mail. In August, 1907, I inserted a classified advertisement in *System* magazine offering to teach the collection business to any one who desired to learn it. The advertisement was inserted simply as an experiment, as I had made up my mind to enter the advertising field. My knowledge of the collection business was the only thing I could think of that I could possibly sell. With the exception of selling a list of Justices of the Peace, I had never been engaged in *selling* anything. This "list" was a book entitled "Merchants' Preferred Justices List," which I tried, unsuccessfully, to sell through salesmen and afterwards "broke even" on by selling through the "direct advertising" plan through letters to credit men.

At the time my first advertisement was published in *System* I had no idea what interest it might arouse, or what I should do if any interest was manifested. I simply wrote the advertisement, sent it to *System*, and waited. As soon as the August issue was out I began to secure inquiries, and soon learned that I was securing them in unheard of numbers. I had prepared nothing to sell, had no follow-up letters written and no advertising literature of any kind to mail. I immediately draughted a synopsis of what a course on the collection business should comprise, and ordered modest literature to be printed. Pending its delivery I composed a first letter and sent postal cards to all inquiries that I was swamped with requests for particulars, but would send full information "as soon as our force caught up with the rush." My first letter with synopsis of the course went out with very modest circular matter about the fifteenth of August, and the advertise-

ment continued in the September issue of *System*. On September 5th I received the first enrolment for the course. I then started to write the course, and delivered it one lesson at a time as I finished writing each. It was the hardest job I ever undertook in my life. During September I enrolled two more students, both long before I had completed the lessons. The first man who enrolled established a collection business that has grown and flourished ever since. It is still conducted in Oklahoma City by an associate of the original student, and has been continuously operated with increasing success from the first day.

Nearly all who take The American Collection Service course join the movement with the object of starting a collection business and of becoming a Co-operative Bureau member. This Co-operative Bureau is composed of all members who comply with the necessary requirements and become representatives of the Bureau. A list of these representatives is printed every month in *Business Service* magazine. Over this list an almost unbelievable volume of collection business passes every month. Any man who takes the course may use the list, and if he uses it he is entitled to a degree of service on collections it is impossible to obtain through any other channel. A large number of business men have taken the course, and they also use the list in sending their collections throughout the country.

The School has really become a *movement*, and has been successful in every sense of the word. The course is being constantly improved, and with each improvement is usually increased in price. Four increases have been made, the price having gone from \$25.00 cash for full membership to \$40.00 and from \$30 in installments to \$50.

During the entire existence of The American Collection Service I have experienced an absence from complaints that rarely obtains in any business conducted by correspondence. The course is sold subject to absolutely no return, and no satisfaction is "guaranteed." Nevertheless every one who buys it appears to be more than satisfied with it. I have never had anything but the most unimportant complaints, usually due to misdelivery by the express companies, failure to receive *Business Service* magazine, or similar minor errors. At one time I accepted pay-



ments as small as \$5.00, and have had complaints from several of such installment payers, possibly six in four years. I always returned their money at once without argument. These men usually "kicked" because I would not send them the entire course on payment of \$5.00. These complaints have been entirely eliminated, as we now accept \$15.00 as the smallest initial payment. I have never had even a suspicion of "trouble" over a complaint. This condition is explained by two facts. In the first place I always manage to give every student a little more than he has contracted for. In the second place he hears from me every month, no matter how long ago he enrolled. He knows I am interested in him and his success, and he knows why. Through his *success* other students are secured. Each and every member is interested in more members and good members, for every new member means another prospective client, through the business he may send over the directory list. Our follow-up material contains hundreds of letters with pictures of successful students' offices, all due to our training. Any interested inquirer will receive an answer from any of them, and a copy of that letter is almost invariably sent to me the day it is written. This spirit of co-operation could not obtain in an ordinary correspondence school, but the psychological principles behind the kind of treatment every student or inquirer receives is the item of interest for the advertiser. It is costly, but it pays.

In developing The American Collection Service I was handicapped with very few theories of selling, by mail or otherwise. *I had never sold anything.* My business had never been selling, and I admitted an ignorance of it. I therefore set out to learn how to sell, with the distinct purpose of reducing my results to principles. To do this I determined to be bound by what accurate records would prove, and take no one's word for anything that could be proved. It was largely from the records of The American Collection Service that I deduced the principles on which all advertising done by me is based, as I have found the principles are largely as adaptable to one business as another, although matters of detail will vary in every advertised business.

That the records to follow may be made as intelligible as possible a short outline of the system employed will be given.

The system of advertising record keeping now in use is a refinement of the collection record system employed by me in the collection business for some ten years, which was originally based on the alphabetical system of the Bradstreet Co., and the R. G. Dun & Co. systems, both of which were familiar to me through a mercantile agency experience secured while in the employ of each.

It is not my purpose to outline the detailed workings of the present system of record keeping employed. Should the exposition of its results here given appeal to any advertiser needing a scientific record system I will be glad to communicate every detail of its installation, which will be found applicable to any "keyed" advertising campaign. A detailed outline of it would consume unnecessary time and space, that were better devoted to showing its efficiency and economy.

The system consists in a card index that gives the name and address of the inquirer, as well as the key of the advertisement which prompted his inquiry, and a working wrapper that contains a perfect record of all material sent him, which includes copies of all special letters as well as all original letters from him. This system entirely does away with letter filing.

Every inquiry received is recorded and the first letter sent the day inquiry is received. Every new inquirer receives a regular series of follow-up letters. The number of *regular* letters in this series varies from four to six. After the regular series of follow-up letters is sent the working wrapper goes in a special file. Tests are made constantly on these files. A letter is tried almost every month on three thousand. If the returns are profitable on three thousand the same letter is sent to the entire list, which numbers about 50,000. A complete record of the number of letters sent out on the regular follow-up will appear later. The same record will also show the number of special "letters" sent out. The latter will show how many have been tried, and how many have been successful. An inquiry once received is sent the

regular follow-up and in addition receives about three special letters a year. The inquiries received from our first advertisement are receiving letters today. *Good* inquiries keep yielding returns every few months, no matter how old the original inquiries. This serves to give the highest credit possible to every advertisement. I know of no business besides The American Collection Service that never ceases writing inquirers and who gives credit to the advertisement that secured them, indefinitely.

Every advertisement of a certain size is given a certain key for each publication. Our second advertisement in *System* magazine was a classified advertisement keyed 16 State St. Every subsequent insertion of the same advertisement in *System*, and even those with a slight change in wording, have been keyed 16 State Street ever since. Our first quarter page advertisement in *System* was keyed 15 State St. Unless some subsequent quarter page advertisement in *System* was of a distinct character deserving an especial key, all quarter page copy in *System* was keyed 15 State St. Our original half page copy in *System* was keyed 39 State St. and has been run under the same key repeatedly since, the latest being in 1911. The same system of keying is followed in every publication used. It is clear that were there such a thing as cumulative value in any publication nothing would show it quicker than a system that gives to a piece of copy run in September, 1911, credit for all inquiries received that month and thereafter, as well as every inquiry that might come in from the same piece of copy that had run possibly 48 times before under the same key. Every dollar received in September, 1911, from that key, would also reflect the same condition. This system gives the publication the benefit of every doubt, and follows up for it every inquiry as long as the address is correct. In spite of these conditions favorable to the magazines the results will show what little basis there is for considering any publication possessed of an ability to deliver cumulative results.

Some inquiries will always come to an advertiser bearing no key. It is usually this class of inquiries that gives

the seller of space an advantage over the advertiser, as one guess about them is as good as another. (You can gamble on what the seller's guess will be.) It is impossible and impractical to attempt learning keys for such inquiries as long as they fail to produce returns. We have devised a system of learning the keys on such of these that buy, however. For four years we have succeeded in crediting the proper publications with every dollar received except in the proportions below:

1907.....	None
1908.....	.006%
1909.....	.0094%
1910.....	.0091%
1911.....	.0125%

The small amounts thus remaining uncredited represent such an inconsiderable total as to be negligible. Of all the enrolments secured I do not think more than three were from men of whom we had no previous record. No money can be entered on our records until the proper clerk finds the card and wrapper. About once a month some enrolment is received for which the records cannot be found immediately. These exceptional cases are usually connected with their proper records in about two hours, although about five in four years have taken about forty-eight hours to turn up. The task of making it easy to connect every enrolment with the proper records is the one rule no employee dares to violate. We therefore have no trouble over them.

One interesting case is worthy of recording. In February, 1909, we received an enrolment from Delhi, India. The money order was pinned to a reprint of a three-page advertisement from *System*, which we had used several months previously in our regular follow-up. We knew some publication was responsible for the enrolment, and we had no previous record of the remitter of the order. We wrote for information relative to the magazine in which our advertisement had been seen, and secured an answer that no magazine at all had been seen containing the advertisement. Information was given to the effect that remitter had happened to inspect a house just vacated



and that therein he had found our reprint of the three page reader, which included the terms of our course. Thinking this information was all we desired to know, nothing further was furnished, until we wrote a second time and requested the name of the man who had occupied the house. This our student sent, and the name of that man was on our records as having answered an advertisement from key 65 State St., which was *Harper's Weekly*. We then gave credit to the publication about five months after the money had been secured, and reduced the record of our unkeyed cash \$25.00.

I quote this case, as it is more or less interesting in itself and also for the purpose of demonstrating to what lengths we go to secure the proper information, that every publication may be credited with every dollar it could possibly have been the means of securing for us, either directly or indirectly.

Our advertising record consists of a book with sufficient pages to afford a double page for every key ever used and runs from 3 State Street to the highest number on State Street used by us. The record for 1911 at this writing shows a total number of keys of 487. Many of the keys used represent advertisements run in 1907 and 1908, which were never repeated, but to which are credited every dollar resulting from them day to day. As a general follow-up goes to every inquiry at least three times a year, money is constantly secured from the oldest inquirers, and proper credit given.

Our record of each publication shows the entry of every inquiry received every day, every dollar secured each day, also the date and amount paid for the advertisement. The advertisement itself is pasted on the proper page and the totals of previous years shown in the margin. A cost system has been devised that determines at the end of each year just how much it has cost to follow up every inquiry of that year. This cost is our entire cost of business for that year, and represents the difference in total receipts less cash profits and inventory. This net sum is divided by the actual number of inquiries received during the year which gives the average cost of following *every* inquiry. Advertising, being charged directly to each medium, is of

course deducted. This inquiry cost is used as the basis for the ensuing year, at the end of which the entire record is corrected by the *actual* cost. The difference in actual cost and estimated cost rarely varies to any great extent. It has appeared both safe and liberal to use the cost of an ended year as the basis for the ensuing year.

Our advertising record shows at the end of each month, for each key, the following information: Number of inquiries received. Amount of money secured. Amount spent in advertising that month on each key. To the amount of advertising is added the cost to follow-up each inquiry and this sum represents the total cost for the month. This sum subtracted from the total cash secured each month gives the net profit for that month on that key. If the sum taken in shows a less amount than the total cost the result shows the net loss for the month. The totals for each month are carried forward and the total loss or total profit show for the entire period at the end of each month.

To make it easy to see just what any publication has done we transfer the totals every month to cards alphabetically arranged as to publications, one card for each publication. These cards show a record of results for every key used in any publication. All ordering is done from the cards.

The system of charging each inquiry with a certain amount is a system overlooked by all but a very few advertisers. A cost system is operated by practically every advertiser with the slightest business training, but the operation of these various systems, for the most part, is confined to actual sales. It is evident to any one that every inquiry received costs *something* to answer. The cost system above outlined charges every inquiry received with the average sum of doing business, which is the only fair basis for a business dependent entirely on the follow-up of inquiries. So few realize that inquiries are a liability that charging a publication with them rarely occurs to the advertiser, yet a definite, exact provision must be made for this expense, if dependable records are to be relied on for the success of an advertising campaign. One advertiser, whose complete records will be shown, made the

great mistake of simply subtracting from the cash returns of any advertisement the amount spent for the advertisement itself. As a result he continued to run advertisements in a large number of publications because he saw from his records that he was continually taking in a little more money than the advertisements cost him, and he thus "guessed" they were yielding a profit. As he had failed to charge anything against every inquiry secured he had been running a large number of showings that proved to be almost dead losses to him from one year's end to the other. Any advertiser who fails to run a cost system against his inquiries is likely to waste a great deal of money, as some publications will pull inquiries to a remarkable degree, and even return more money than the advertisements themselves cost, and still lose a great deal for the advertiser, in following up a large number of unproductive material constantly.

In the records to be shown of American Collection Service returns the costs charged against inquiries vary. This is especially true from year to year. The costs of showings in publications will also vary somewhat. In some cases costs have been computed at "card rates," gross. Some at card rates net. Some at 10% above net cost, etc. Having placed our advertising with four different agencies the method of billing varied. In transferring to our advertising record the usual method has been to copy the amount as charged by the agency. Some would charge the gross rate on a number of showings on one bill, and although I have never missed a cash discount for advertising, these discounts were rarely extended for each insertion, but rather on the sum total. In transferring, the gross amounts would thus vary. If a single bill called for payment of a single showing the cash discount would appear on the bill, and be thus transferred. The differences of contract rate from 10% above net cost, up, also will occasion some differences, and these I have made no attempt to equalize in the records to be shown. These differences will be noticeable throughout the records, and I mention the explanation here that no discredit may be attached to the records, that otherwise might arise from a close comparison of various charges of this nature.

The records to be shown of results from American Collection Service advertising will be incomplete in one regard. They will show returns on all advertising done, with the exception of "trade advertising." Since *Business Service* magazine was started we have traded space with a very large number of publications. A very large number of inquiries resulted from these trades and also a large volume of money. No record of these returns are given for several reasons. In the first place space has been traded with a large number of high-grade publications who would not care to have it generally known that trade advertising is indulged in by them. In the second place the basis of exchange payment has been of such an elastic nature as to preclude any scientific basis as to the exact cost of the space in cash. Any record of such showings would confuse the general result. By omitting this large volume of returns it will also be impossible for the curious to other than guess at the actual volume of business done by The American Collection Service, an exact idea of which could benefit nobody.

In the next chapter a number of records will be given that disclose interesting data relative to the fallacy of the cumulative value theory. A number of businesses other than The American Collection Service will be quoted. In any such cases an explanation of the business itself will be given later when the complete records of such business are tabulated.



## Records of Consecutive Advertising

In this chapter will be shown several sets of records. The first set shows the results of every consecutive series of showings made by The American Collection Service since its inception. I have chosen for this exhibit every showing that ran more than twice consecutively in the same medium, under the same key. These results are not chosen with any idea of substantiating my theory that there is no such thing as cumulative value in magazines. Every consecutive showing is exhibited without regard to the deductions that may obtain. That they prove unerringly that no cumulative value has attached to their repeated showings is a result these records prove for themselves. And they do prove it, as I am convinced any other well kept records will.

Were there any such thing as cumulative value, the results in actual inquiries from repeated insertions of any copy in the same mediums would constantly increase in number from month to month. The number of inquiries from any advertisement run for more than two times would thus have to hold even, at least. It will be discovered from these records that only in very exceptional cases do any showings hold even. The longer any showing is run the less the number of inquiries every consecutive insertion.

The proof of cumulative value, if there were such a thing, would be in the increasing number of inquiries, and in nothing else. With these records, however, I have shown the actual cash returns from month to month. It will be noted that even the cash returns do not exhibit any real cumulative results. Even if they did, it would be no proof one way or the other, as such a piling up of cash returns would be entirely due to the follow-up letters, and not to the repeated showings of the advertisements. It is interesting to note that about all the cash returns can show is a tendency to almost hold even. A full record of the follow-up returns will be shown later, when it will be seen that there is no cumulative value to be expected in that direction either.

It is particularly desirable that a comparison of the first returns in inquiries be made with the last. It will be seen that the largest number of inquiries are almost always secured in the first and second insertions. The second month is usually the largest. This larger return the second month is slightly deceptive, as in reality the large number is almost always due to the very first insertion. An advertisement run in the January issue of most publications is paid for on the 25th of January, and usually appears about the 20th. In spite of the few days given it to pull in January it is significant to note that a large number of showings pull more inquiries in the few days credited to the first appearance in January, than those that are credited in the next month, February, for instance. Of all the records here given hardly an exception will be found to the rule that the very first insertion, added to the second (an integral part of it) will show more inquiries than the last two insertions under the same key, no matter how many showings appeared between them. The last insertions are credited by our system with every inquiry that comes in during that month, a certain portion of which always comes from the previous insertions. In spite of all these factors in favor of proof for cumulative value they prove the contrary, absolutely.

The records first shown are those of consecutive showings of American Collection Service advertising. The record of the very first showing under each key is quoted, for the sake of comparison. These records are arranged according to the number of times each has shown consecutively during four years.

Key	Publication	Mo.	Year	Inq.	Cost	Returns
16	System Classified	Aug.	1907	67	\$4.75 ( $\frac{1}{2}$ inch)	..... First Ins.
		Sept.	1907	83	9.50 (1 inch)	\$45.00
		Oct.	1907	13	No Insertion	80.00
		Nov.		8	No Insertion	5.00
		Dec.		45	9.50 (1 inch)	10.00
		Jan.	1908	53	9.50 (1 inch)	50.00
		Feb.	1908	36	9.50 (1 inch)	99.00
		Mch.	1908	49	4.75 ( $\frac{1}{2}$ inch)	145.00
		Apr.	1908	37	4.75 ( $\frac{1}{2}$ inch)	60.00
		May	1908	22	4.75 ( $\frac{1}{2}$ inch)	55.00

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Key	Publication.	Month	Year	Inq.	Cost	Returns
16	System Classified	June	1908	27	\$4.75 ( $\frac{1}{2}$ inch)	\$20.00
		July	1908	20	4.75 ( $\frac{1}{2}$ inch)	
		Aug.	1908	18	4.75 ( $\frac{1}{2}$ inch)	36.00
		Sept.	1908	11	No Insertion	76.00
		Oct.	1908	27	4.75 ( $\frac{1}{2}$ inch)	5.00
		Nov.	1908	25	4.75 ( $\frac{1}{2}$ inch)	65.00
		Dec.	1908	23	4.75 ( $\frac{1}{2}$ inch)	78.00
		Jan.	1909	19	4.75 ( $\frac{1}{2}$ inch)	53.50
		Feb.		25	Same	91.00
		Mch.		37	Same	91.00
		Apr.		29	Same	75.27
		May		29	Same	15.00
		June		19	Same	15.00
		July		15	Same	95.00
		Aug.		13	Same	79.10
		Sept.		19	Same	14.40
		Oct.		21	Same	2.72
		Nov.		16	Same	42.72
		Dec.		25	Same	19.10
		Jan.	1910	19	\$5.75 ( $\frac{1}{2}$ inch)	67.62
		Feb.		17	4.95 ( $\frac{1}{2}$ inch)	14.00
		Mch.		11	Same	30.00
		Apr.		10	Same	80.55
		May		26	Same	38.10
		June		22	Same	51.06
		July		25	Same	24.00
		Aug.		17	Same	79.50
		Sept.		19	Same	32.50
		Oct.		16	Same	9.00
		Nov.		30	Same	53.75
		Dec.		26	Same	
		Jan.	1911	26	\$4.95 ( $\frac{1}{2}$ inch)	50.00
		Feb.		31	4.95 ( $\frac{1}{2}$ inch)	61.25
		Mch.		31	7.17 Same	57.50
		Apr.		17	7.17 Same	78.43
		May		14	7.17 Same	29.75
		June		16	7.05 Same	20.00
		July		16	7.06 Same	25.00
		Aug.		23	7.06 Same	52.50
Key	Publication	Month	Year	Inq.	Cost	Returns
51	Collier's Classified	2 times	Sept.	1907	94	\$25.00
		1 time	Oct.		119	12.50
		1 time	Nov.		116	12.50
		2 times	Dec.		138	25.00
		2 times	Jan.	1908	202	25.00
		2 times	Feb.		126	25.00
		2 times	Mar.		96	24.75
						42.00
						1st. ins.

## Analytical Advertising

Key	Publication	Month	Year	Inq.	Cost	Returns	
51	Collier's Classified	2 times	Apr.	50	\$24.75	\$77.50	
		3 times	May	73	37.13	25.00	
		3 times	June	81	37.13	142.00	
		3 times	July	96	37.13	75.00	
		3 times	Aug.	91	37.13	95.00	
		1 time	Sept.	53	12.37	70.00	
		2 times	Oct.	46	24.74	45.00	
		2 times	Nov.	48	24.74	28.00	
		2 times	Dec.	61	24.74	35.00	
		2 times	Jan.	1909	53	23.50	133.17
		Same	Feb.	67	23.50	98.00	
		"	Mar.	48	23.50	71.00	
		"	Apr.	27	23.50	106.75	
		"	May	29	23.50	80.00	
		"	June	43	23.50	124.75	
		"	July	30	23.50	35.00	
		"	Aug.	33	23.50	18.00	
		"	Sept.	31	23.50	85.75	
		"	Oct.	33	23.50	179.00	
		"	Nov.	39	23.50	69.60	
		"	Dec.	32	23.50	74.75	
		2 times	Jan.	1910	55	23.51	44.10
		1 time	Feb.	49	11.76	109.34	
		2 times	Mar.	27	23.51	7.63	
		2 times	Apr.	23	23.63	45.00	
		1 time	May	20	11.82	83.00	
			June	6	No ins.	62.00	
		1 time	July	9	11.76		
		Same	Aug.	2	11.76	27.50	
		"	Sept.	17	11.61	26.00	
		"	Oct.	22	11.61	72.00	
		"	Nov.	30	11.61	5.00	
		"	Dec.	25	11.61	26.00	
No insertions until March							
	1 time	Mar.	1911	38	11.61	42.50	
	1 time	Apr.		20	11.61	20.00	
		May		2	No ins.	87.50	
	1 time	June		12	11.60	5.00	
	1 time	July		14	11.60		
	1 time	Aug.		24	11.60		
18	Everybody's 5 lines classified	Nov.	1907	95	\$12.50	\$10.00 1st ins.	
		Dec.		116	12.50	20.00	
		Jan.	1908	152	12.50	35.00	
		Feb.		88	12.50	91.00	
		Mar.		89	12.50	120.00	
		Apr.		47	12.50	87.25	
		May		36	12.50	43.00	



# Records of Consecutive Advertising 101

Key	Publication	Month	Yr.	Inq.	Cost	Returns
18	Everybody's 5 lines classified	June		58	\$12.50	\$55.00
		July		56	12.50	47.00
		Aug.		38	12.50	90.00
		Sept.		42	12.50	78.93
		Oct.		40	12.50	37.50
		Nov.		35	12.50	47.50
		Dec.		46	12.50	25.00
		Jan.	1909	90	12.50	72.40
		Feb.		48	12.50	115.55
		Mar.		35	12.50	85.25
		Apr.		12	12.50	150.00
		May		14	12.50	49.60
		June		21	12.50	36.25
		July		16	12.50	60.00
		Aug.		18	12.50	56.00
		Sept.		22	12.50	28.61
		Oct.		18	12.50	41.00
		Nov.		14	12.50	10.00
		Dec.		12	12.50	29.00
		Jan.	1910	30	12.50	80.50
		Feb.		18	12.50	2.00
		Mar.		7	12.50	
		Apr.		12	12.50	28.00
		May		16	12.50	16.00
		June		16	12.50	52.00
		July		11	12.50	
	4 lines classified	Aug.		31	10.00	71.00
	Same	Sept.		11	10.00	13.50
	"	Oct.		20	10.00	57.00
	"	Nov.		27	10.00	40.00
	"	Dec.		29	10.00	85.00
	"	Jan.	1911	41	10.00	112.50
	"	Feb.		16	10.00	148.65
	"	Mar.		28	10.00	122.50
	"	Apr.		25	10.00	72.50
	"	May		21	10.00	77.50
	"	June		19	10.00	26.00
	"	July		24	10.00	45.00
	"	Aug.		23	10.00	35.00
56	Literary Digest Classified 2 times each month	Feb.	1908	73	\$8.65	\$10.00 1st ins.
		No insertions until June				
		June	1908	24	9.01	40.00
		July		26	9.01	26.00
		Aug.		14	9.01	25.00
		Sept.		22	9.01	
		Oct.		22	9.01	65.00
		Nov.		19	9.01	40.00
		Dec.		54	9.01	25.00

## Analytical Advertising

Key	Publication	Month	Yr.	Inq.	Cost	Returns
56	Literary Digest	Jan.	1909	38	\$9.88	
		Feb.		27	9.88	\$45.00
	Classified	Mar.		26	9.88	90.00
	2 times each month	Apr.		9	No ins.	75.00
		May		9	4.94	10.00
	One time	June		2	9.88	
		July		15	9.88	2.00
		Aug.		11	9.89	31.10
		Sept.		12	9.88	
		Oct.		15	9.88	4.10
		Nov.		14	9.88	2.00
		Dec.		15	9.88	23.75
		Jan.	1910	33	9.88	69.00
		Feb.		7	No ins.	70.50
		Mar.		13	6.81	26.06
		Apr.		8	5.93	7.50
		May		6	5.93	31.00
		June		21	5.93	13.00
		July		9	5.96	26.00
		Aug.		15	5.96	26.85
		Sept.		2	No ins.	10.00
		Oct.		5	No ins.	47.00
	Once a month	Nov.		5	5.93	13.00
		Dec.		6	5.93	
		Jan.	1911	12	5.93	5.00
		Feb.		18	5.93	15.00
		Mar.		13	5.93	37.50
		Apr.		15	5.93	35.00
		May		13	5.93	25.00
		June		9	5.93	
		July		7	5.93	20.00
		Aug.		10	5.93	100.00
17	Bookkeeper	Oct.	1907	58	\$5.00	\$5.00 1st ins.
		Nov.		36	6.00	6.00
		Dec.		19	6.00	5.00
		Jan.	1908	47	6.00	5.00
		Feb.		21	No ins.	25.00
		March	1909	16	7.00	15.00
		Mar.		8	3.32	3.00
		April		7	3.32	55.00
		May		10	3.32	
		June		7	3.32	
		July		11	3.32	50.00
		Aug.		5	3.32	1.00
		Sept.		10	3.32	5.00
		Oct.		9	3.32	25.00
		Nov.		14	3.32	25.00
		Dec.		14	3.33	

# Records of Consecutive Advertising 103

Key Publication	Month	Yr.	Inq.	Cost	Returns
17 Bookkeeper Classified  (2 ins.)	Jan.	1910	12	\$3.33	\$43.00
	Feb.		10	3.33	5.00
	Mar.		2	No ins.	50.00
	Apr.		5	3.34	
	May		9	3.36	26.00
	June		4	3.35	
	July		6	3.34	11.00
	Aug.		8	3.34	41.00
	Sept.		13	3.34	31.00
	Oct.		13	3.34	12.00
	Nov.		8	3.34	40.00
	Dec.		5	3.34	58.00
	Jan.	1911	15	3.34	32.50
	Feb.		7	3.34	2.00
	Mch.		7	3.34	
	Apr.		6	3.34	
	May		5	3.34	10.00
	June		2	3.34	3.40
	July		6	3.34	6.25
13 Spare Moments Classified	Jan.	1908	37	\$4.11	1st ins.
	Feb.		21	4.11	\$5.00
	Mch.		23	4.11	25.00
	Apr.		39	4.11	30.00
	May		35	4.11	36.00
	June		22	4.11	65.00
	July		16	4.11	
	Aug.		11	No Edition	
	Sept.		15	4.11	50.00
	Oct.		13	4.11	5.00
	Nov.		11	4.11	30.00
	Dec.		16	4.11	5.00
	Jan.	1909	10	3.91	
	Feb.		7	3.91	15.00
	Mar.		10	3.91	25.00
	Apr.		8	3.91	30.00
	May		5	3.91	5.00
	June		7	3.91	55.00
	July		3	3.91	85.00
	Aug.		4	3.91	3.00
	Sept.		6	3.91	26.00
	Oct.		7	3.91	1.00
	Nov.		6	3.91	10.00
	Dec.		9	3.91	1.00
	Jan.	1910	2	3.91	2.50
	Feb.		3	3.91	
	No insertions for 8 months				
	Nov.		4	1.42	
	Dec.		4	1.42	

## Analytical Advertising

Key	Publication	Month	Yr.	Inq.	Cost	Returns
20	Success	Dec.	1907	90	\$27.16 (1 inch)	\$ 5.00 1st ins.
	One inch dis.	Jan.	1908	84	No insertion	50.00
	Three inch	Feb.		110	81.48 (3 inch)	146.00
	Display	Mar.		50	No insertion	110.00
	56 lines	Apr.		75	81.48 (3 inch)	130.00
		May		86	81.48 Same	66.50
		June		83	81.48 Same	
		No insertions until October				
		Oct.	1908	80	110.88 (56 lines)	100.00
		Nov.		79	110.88 Same	186.20
		Dec.		121	110.88 Same	146.50
		Jan.	1909	140	110.88 Same	95.00
		Feb.		78	110.88 Same	165.00
		Mar.		131	110.88 Same	181.00
		Apr.		133	110.88 Same	351.00
		May		138	110.88 Same	145.00
	No position	June		116	81.48 Same	292.75
	"	July		67	81.48 Same	155.00
		Aug.		19	No ins.	157.20
		Sept.		36	No ins.	85.00
	"	Oct.		56	81.48 (56 lines)	214.60
	"	Nov.		59	81.48 Same	101.90
	"	Dec.		64	81.48 Same	108.50
53	Associated	Nov.	1907	98	\$47.52	\$60.00 1st ins.
	Sunday	Jan.	1908	113	47.52	40.50
	Magazines	Feb.		70	47.52	55.00
	14 lines	Mar.		73	47.52	70.00
	Display	Apr.		44	47.52	65.00
		May		7	No insertion	49.00
		June		33	47.52	72.50
		July		16	47.52	80.00
		Aug.		43	47.52	35.00
		Sept.		54	47.52	25.00
		Oct.		42	47.52	50.00
		Nov.		48	47.52	20.00
		Dec.		64	47.52	40.00
		May	1909	37	47.97	3.00
		June		32	47.97	
		No insertions until October				
		Oct.	1909	41	47.97	26.00
		Nov.		33	47.97	1.00
		Dec.		36	47.97	31.00
Key	Publication	Month	Yr.	Inq.	Cost	
25	Review of Reviews	Feb.	1908	35	\$6.25	1st ins.
	Classified	Mar.			No insertion	
		Apr.		22	\$5.98	\$25.00
		May			No insertion	
		June		26	7.17	15.00



# Records of Consecutive Advertising 105

Key	Publication	Month	Yr.	Inq.	Cost	Returns
25	Review of Reviews Classified	July		No ins.		
		Aug.		20	\$6.81	\$40.00
		Sept.		20	7.27	25.00
		Oct.		14	7.27	10.00
		Nov.		23	7.50	12.50
		Dec.		21	7.50	
		Jan.	1909	23	7.27	40.00
		Feb.		18	7.27	50.00
		Mar.		26	7.27	45.00
		Apr.		21	7.27	50.00
		May		19	7.27	115.00
		June		15	7.27	10.00
		July		14	7.27	15.00
		Aug.		7	7.27	11.00
		Sept.		22	7.27	1.00
		Oct.		21	7.27	25.00
		Nov.		21	7.27	47.00
		Dec.		11	7.27	31.00
11	Argosy & All Story Classified	Jan.	1908	142	\$11.25	\$20.00 1st ins.
		Feb.		58	Same	20.00
		Mch.		45	Same	35.00
		Apr.		58	Same	35.00
		May		82	Same	35.00
		June		66	Same	25.00
		July		60	Same	50.00
		Aug.		51	Same	90.00
		Sept.		55	Same	70.00
		Oct.		64	Same	45.00
		Nov.		68	Same	35.00
		Dec.		87	Same	35.00
		Jan.	1909	76	Same	70.00
		Feb.		70	Same	40.00
		Mch.		75	Same	70.00
		Apr.		52	Same	39.75
		May		38	Same	45.00
101	Popular Mechanics Classified	July	1908	31	\$2.25	1st ins.
		June	1910	20	3.65	
		July		17	3.65	\$11.00
		Aug.		4	No. ins.	80.00
		Sept.		25	3.20	62.00
		Oct.		43	3.20	63.00
		Nov.		32	3.20	21.00
		Dec.		14	3.20	
		Feb.	1911	26	3.20	27.00
		Mar.		12	No. ins.	48.00
		Apr.		28	3.20	67.00

## Analytical Advertising

Key	Publication	Month	Yr.	Inq.	Cost	Returns	
101	Popular Mechanics Classified	May		28	\$3.36	\$20.00	
		June		28	3.36	45.50	
		July		24	3.36	76.00	
		Aug.		32	3.36	15.00	
21	Red and Blue Book Classified	Mch.	1908	36	\$7.50	R. B.	1st ins.
		Apr.	1909	18	7.50	R. B.	\$75.00
		May		24	3.33	R. B.	25.00
					7.01	R. B.	
		June		12	3.33	R. B.	} 50.00
					7.01	R. B.	
		July		13	7.01	R. B.	15.00
		Aug.		18	7.01	R. B.	
		Sept.		25	7.01	R. B.	12.00
		Oct.		26	7.01	R. B.	49.00
		Nov.		30	7.01	R. B.	
		Dec.		34	7.01	R. B.	31.50
		Jan.	1910	26	7.01	R. B.	23.00
		Feb.		28	7.01	R. B.	
		Mar.		17	7.02	R. B.	63.00
136	System Classified	Oct.	1908	7	\$4.75	\$34.00	1st ins.
		Nov.		8	4.75	43.00	
		Dec.		5	4.75	15.00	
	(This copy called for cash for a set of collection letters. The inquiries shown are in addition to the cash sales)	Jan.	1909	4	4.75	14.88	
		Feb.		4	4.75	28.00	
		Mar.		6	4.75	18.00	
		Apr.		1	4.75	34.00	
		May		4	4.75	40.00	
		June		9	4.75	36.00	
		July		4	4.75	17.00	
		Aug.		5	4.75	22.00	
		Sept.		2	4.75	54.00	
		Oct.		3	4.75	15.00	
		Nov.		1	4.75	9.00	
		Dec.		3	4.75	18.00	
		Jan.	1910	3	5.75	19.10	
		Feb.		5	4.95	31.00	
		Mar.		8	4.95	16.00	
		Apr.		6	4.95		
165	Business Philosopher Classified	June	1909	2	\$1.65		1st ins.
		July		6	1.65	\$25.00	
		Aug.		2	No ins.		
		Sept.		2	No ins.	26.00	
		Oct.		3	1.66		
		Nov.		2	1.66		
		Dec.		3	1.66		

# Records of Consecutive Advertising 107

Key	Publication	Month	Yr.	Inq.	Cost	Returns	
165	Business Philosopher Classified	Jan.	1910	2	\$1.62		
		Feb.		4	1.62		
		Mar.		1	No ins.	\$22.16	
		Apr.		3	1.15		
		May		1	1.15	35.30	
		June		2	No ins.	6.00	
		July		4	1.14	11.00	
		Aug.		6	No ins.	23.00	
		Sept.		3	No ins.		
		Oct.		5	1.14	21.00	
		Nov.		3	1.14	23.00	
		Dec.		2	1.38		
		Jan.	1911	4	1.38		
		Feb.		5	1.38		
		Mar.		2	1.38		
		Apr.			1.38		
		May		1	1.38	5.00	
		June		3	1.38		
		July		3	1.38	20.00	
		Aug.		1	1.38		
9	Technical World Classified	Jan.	1908	11	\$4.40	\$10.00	1st ins.
		Jan.	1909	9	4.21	12.11	
		Feb.		17	4.21		
		Mar.		17	4.21		
		Apr.		6	4.21	7.50	
		Feb.	1911	4	4.68	20.00	
		Mar.		7	4.68	2.50	
		Apr.		16	4.68		
		May		10	4.68	20.00	
		June		9	4.68	65.00	
		July		5	4.68	32.50	
		Aug.		8	4.68	15.00	
		Sept.				4.68	
5	American Magazine Classified	Feb.	1908	29	\$7.60	1st ins.	
		Mch.		22	7.60		\$25.00
		Apr.		16	7.60		
		May		14			
		Sept.	1908	7	7.60	10.00	
		Oct.		21	7.60		
		Nov.		16	7.60	10.00	
		Dec.		17	7.60	25.00	
		Jan.	1909	24	7.60		
		Feb.		19	7.60		
		No insertions until May					
		May		7	7.60	30.00	
		June		14	7.60		
		July		14	7.60	1.00	
		Aug.		11	7.60	81.00	

Key	Publication	Month	Yr.	Inq.	Cost	Returns
67	Philadelphia Inquirer Classified	Jan. 3-17	1909	24	\$2.10	1st ins.
		Apr. 4-18		10	.98	\$30.00
		May 2-16		12	2.10	
		June 6-20		12	2.10	
		July 4-18		9	2.10	
		Aug. 1-15		12	2.10	25.00
		Sept. 5, 12, 19, 26		10	4.20	1.00
77	System, 1/4 p.	Nov.	1909	13	\$7.60	\$10.00 1st ins.
		Dec.		9	7.60	40.00
		Jan.	1910	12	7.60	
143	Busy Man's Magazine Classified	Dec.	1909	4	\$1.42	1st ins.
		May	1910	3	1.42	
		June		1	1.42	
		July		1	1.42	
		Aug.	No insertion			
		Sept.		2	1.42	
		Oct.		1	1.63	
		Nov.		1	1.63	
		Dec.		3	1.63	
148	Busy Man's Magazine Class 1/4 page	Mar.	1909	4	\$8.88	1st ins.
		Apr.		5	8.88	
		May		5	8.88	
		June		5	8.88	
50	Collier's 42 line display	Feb.	1908	140	100.24	110.00 1st ins.
		Mar.		109	100.24	140.00
		Apr.		94	100.23	102.50
		May		68	100.23	128.00
		June		60	100.24	90.00
113	Business Life	Aug.	1908	17	\$4.49	1st ins.
		Sept.		8	4.49	\$10.00
		Oct.		1	5.28	30.00
127	System Classified	Apr.	1908	8	4.71	1st ins.
		Sept.	1908	6	4.71	
		Oct.		9	4.75	
		Nov.		7	4.75	
		Dec.		13	4.75	
54	Hearst's Sunday American Mag.	Oct.	1907	39	\$12.00	1st ins.
	1 time	Nov.		65	24.00	\$10.00
	2 times	Dec.		45	24.00	35.00
	2 times	Jan.	1908	67	24.00	35.00
	2 times	Feb.		51	24.00	55.00
	2 times	Mar.		50	24.00	52.00
	1 time	Apr.		21	12.00	50.00



# Records of Consecutive Advertising 109

Key	Publication	Month	Yr.	Inq.	Cost	Returns
54	Hearst's Sun. Am. Mag.					
	3 times	May		43	\$36.00	\$30.45
	2 times	June		47	24.00	65.00
	2 times	July		47	24.00	
	2 times	Aug.		48	24.00	
	1 time	Sept.		38	12.00	
	1 time	Oct.		26	12.00	20.00
7	Cosmopolitan Classified	Feb.	1908	51	\$10.00	1st ins.
		No insertions until May				
		May	1909	13	10.00	\$35.00
		June		19	10.00	25.00
		July		35	10.00	55.00
		Aug.		38	10.00	
		Sept.		36	10.00	35.00
		Oct.		36	10.00	52.00
		Nov.		32	10.00	50.00
		Dec.		32	10.00	
15	System	Oct.	1907	170	\$29.69	1st ins.
	56 line display	Jan.	1909	27	25.46	\$36.00
		Feb.		40	25.46	35.00
		Mar.		18	No ins.	80.00
		Apr.		23	25.46	65.00
		May		40	25.46	20.00
8	Munsey's Classified	Feb.	1908	53	\$12.50	1st ins.
		Feb.	1909	24	12.50	\$61.00
		Mar.		41	12.50	90.00
		Apr.		21	12.50	25.00
		May		16	12.50	25.00
343	System, 1/2 Page	June	1910	44	\$62.66	\$58.00
		July		67	62.66	93.00
		Aug.		93	62.66	133.50
		Sept.		74	62.66	55.85
424	System, 1 Page	Sept.	1910	135	125.32	52.25 1st ins.
		Oct.		149	125.32	166.50
		Nov.		169	125.32	261.50
		Dec.		182	125.32	375.25
		Jan.	1911	192	167.09	381.00
		Feb.		148	167.09	547.75
		Mar.		119	167.09	434.75
6	Merchant's Record and Show Window 1/4 Page	Feb.	1908	15	\$12.54	1st ins.
		May	1911	4	12.54	
		June		4	12.54	
		July		2	12.54	

Key	Publication	Month	Yr.	Inq.	Cost	Returns
428	Popular Electricity Classified	Nov.	1910	14	\$1.91	1st ins.
		May	1911	3	1.91	
		June		4	No ins.	
		July		7	1.91	
		Aug.		11	1.91	
456	System, 1 Page	May	1911	119	167.09	\$70.00
		June		123	167.09	206.00
		July		32	No ins.	102.50
		Aug.		112	167.09	142.50
245	Case and Comment	Jan.	1909	24	13.61	1st ins.
	1/4 page	Jan.	1910	9	5.82	
		Feb.		6	5.82	13.00
		Mar.		9	5.82	10.76
		Apr.		6	No ins.	
		May		7	5.45	26.00
Key	Publication	Month	Yr.	Inq.	Cost	Returns
219	Common Sense					
	7 lines Dis.	Jan.	1909	6	\$4.66	
	7 lines Dis.	Feb.		1	4.66	
	1/4 page	Mar.		3	14.25	\$10.00
246	Pacific Monthly,	Feb.	1909	12	28.87	None
	1/4 page	Mar.		9	28.87	"
		Apr.		12	28.87	"
		May		11	28.87	"
		June		9	28.87	"
253	Advertisers' Magazine	Feb.	1909	6	7.98	\$25.00
	56 lines	Mar.		7	9.50	
		Apr.		11	9.50	25.00
263	System, 1 Page	Mar.	1909	143	106.88	50.00
		Apr.		159	106.88	125.00
		May		74	No ins.	125.00
		June		133	106.87	135.00

Were there the slightest tendency exhibited by the above records to show anything but one thing relative to "cumulative value" it would be interesting to further analyze why certain showings appear to gain now and then. For the purpose of the point made by them it is only necessary to call attention to the workings of the law of diminishing returns. The latter is the real law of advertising, and not cumulative value. Other records to follow prove the same law.

## More Records of Consecutive Showings

In a later chapter will be found the complete records of Prof. Beery's School of Horsemanship. An explanation of his wonderful school, as well as an exposition of the records given will make the present excerpts from the advertising returns more lucid. Prof. Beery's records cover a period from October, 1909, to July, 1911, and from them I have had great difficulty in picking out any considerable number that permitted study from the viewpoint of cumulative value in its relation to consecutive insertions.

The policy of Prof. Beery has been to key alike all advertisements in any single publication. This has been distinctly confusing, as it has permitted no dependable date on the comparative pulling power of different sized copy. For the present purpose it also made it practically impossible to show the exact results of consecutive showings. Even those chosen are bound to reflect the influence of previous showings to some extent, as every old advertisement run at any time in the publications quoted may be expected to yield some returns from time to time, all of which are credited to insertions in no way responsible for such returns. This fact detracts to a certain extent from the value of the records. The tendency of the insertions that preceded practically every series quoted has been to give them credit for some returns not due the insertions tabulated.

In studying these returns there are two features responsible for certain manifestations that on their face seem to show some cumulative value. It is my judgment that they do not, however. One is that a number of second insertions show more inquiries than the first. This is explained by the fact that a large number of the publications are issued well toward the middle of a month preceding the date of issue. A January insertion in most magazines begins to pull about the twentieth of December, or earlier, and a very large proportion of the inquiries for that month are in before the count begins in January itself. A first insertion also usually pulls well for almost two months,

and if repeated the next month is responsible for an increased showing then, due entirely to the actual inquiries resulting from the first insertion. This explanation has been previously made, but is repeated that no one may overlook its importance.

A second fact of interest is that the second or any subsequent showing that reflects an increase in returns will be found falling in the months of January and February. These are the two best months for this proposition, appealing as it does to the farmer boys and small town readers.

The cumulative value, if any, would be reflected entirely in the number of inquiries, and not the cash received. The latter shows no such gain as it should, due to a short follow-up. In the present records, however, only inquiries are quoted, as it is through them alone that cumulative value would be manifest, if any. As the follow-up was working on all previous inquiries from these publications it was absolutely impossible to attempt proving anything by the cash returns during the months quoted, which I think will be perfectly obvious.

Publication	Year	Month	Inq.	Adv. Cost
Collier's Weekly	1909	Dec.	129	\$65.25
	1910	Jan.	67	65.25
	1910	Feb.	112	65.25
	1910	Mch.	21	No ins.
	1910	Apr.	74	65.25
	1910	May	121	65.25
	1910	June	51	65.25
Farmer's Advocate	1910	Nov.	7	\$ 5.88
	1910	Dec.	11	5.88
	1911	Jan.	21	5.88
	1911	Feb.	11	5.88
	1911	Mch.	15	5.88
	1911	Apr.	5	5.88
Farm & Fireside	1911	May	6	5.88
	1910	Dec.	63	\$84.00
	1911	Jan.	233	84.00
	1911	Feb.	183	84.00
Farm Progress	1911	Mch.	138	84.00
	1910	Dec.	252	\$100.00
	1911	Jan.	326	100.00
	1911	Feb.	172	100.00



# More Records of Consecutive Showings 113

Publication	Year	Month	Inq.	Adv.	Cost
Farm, Stock & Home	1911	Jan.	220	\$80.00	
	1911	Feb.	274	80.00	
	1911	Mch.	140	80.00	
	1911	Apr.	150	80.00	
The Farmer	1911	Jan.	403	120.00	
	1911	Feb.	379	120.00	
	1911	Mch.	179	120.00	
	1911	Apr.	125	120.00	
Farmer's Voice	1911	Jan.	18	14.70	
	1911	Feb.	14	14.70	
	1911	Mch.	17	14.70	
Green's Fruit Grower	1910	Oct.	11	21.00	
	1910	Nov.	4	21.00	
	1910	Dec.	10	21.00	
	1911	Jan.	21	21.00	
	1911	Feb.	34	21.00	
Holland's Magazine	1910	Nov.	8	12.60	
	1910	Dec.	4	12.60	
	1911	Jan.	9	12.60	
	1911	Feb.	29	12.60	
Kansas City Star	1911	Jan.	333	100.00	
	1911	Feb.	422	100.00	
	1911	Mch.	237	100.00	
	1911	Apr.	135	100.00	
Ohio Farmer	1911	Jan.	231	85.00	
	1911	Feb.	198	85.00	
	1911	Mch.	116	15.00	
Outlook	1910	Dec.	24	29.00	
	1911	Jan.	44	29.00	
	1911	Feb.	22	29.00	
	1911	Mch.	14	No ins.	
	1911	Apr.	4	29.00	
Penn. Grit	1911	Jan.	307	240.00	
	1911	Feb.	365	240.00	
	1911	Mch.	298	240.00	
R. F. D. News	1909	Oct.	10	7.50	
	1909	Nov.	10	7.50	
	1909	Dec.	8	7.50	
	1910	Jan.	16	7.50	
	1910	Feb.	10	7.50	
	1910	Mch.	11	7.50	

Publication	Year	Month	Inq.	Adv. Cost
R. F. D. News	1910	Apr.	8	\$7.50
	1910	May	2	7.50
	1910	June	7	7.50
	1910	July	3	7.50
	1910	Aug.	8	7.50
	1910	Sept.	13	7.50
Rural Weekly	1911	Jan.	191	50.00
	1911	Feb.	159	50.00
	1911	Mch.	139	50.00
Sovereign Visitor	1910	Jan.	145	63.00
	1910	Feb.	114	63.00
	1910	Mch.	74	63.00
Southern Cultivator	1911	Jan.	57	8.40
	1911	Feb.	20	8.40
	1911	Mch.	34	8.40
Up-to-Date Farming	1911	Jan.	120	100.00
	1911	Feb.	219	100.00
	1911	Mch.	160	100.00
Wallace Farmer	1911	Jan.	334	110.00
	1911	Feb.	352	110.00
	1911	Mch.	249	110.00
Weekly Dispatch	1911	Jan.	203	50.00
	1911	Feb.	182	50.00
	1911	Mch.	124	50.00
Wisconsin Agriculturist	1911	Jan.	147	50.00
	1911	Feb.	215	50.00
	1911	Mch.	164	50.00
	1911	Apr.	106	50.00

As a sidelight on the above records the results of a single insertion, not followed immediately by any other showing, will give a good idea of the proportion of inquiries due to previous insertions. These records will show that a number of the above records are swelled in the second insertion by answers from the first, and those in the third from the first and second, and those of the third by those of the first, second and third. Where single records (not affected by previous showings) could not be picked out none will be shown.

## More Records of Consecutive Showings 115

Examples of the pulling power of one insertion in the above mediums:

Publication	Year	Month	Inq.	Adv. Cost
Collier's Weekly	1910	June	71	\$94.50
		July	25	
		Aug.	9	
		Sept.	14	
Farmers' Advocate	1910	Jan.	16	12.60
		Feb.	16	
		Mch.	2	
		Apr.	2	
Farm Progress	1909	Oct.	18	42.00
		Nov.	28	
		Dec.	7	
		Jan.	4	
Farm, Stock & Home	1910	May	15	16.80
		June	3	
		July	2	
		Aug.	1	
Kansas City Star	1910	Feb.	172	100.00
		Mch.	49	
		Apr.	3	
Outlook	1910	May	27	57.00
		June	16	
		July	5	
		Aug.	2	
Penn. Grit	1910	Feb.	461	120.00
		Mch.	85	
		Apr.	9	
		May	4	
Sovereign Visitor	1910	Dec.	83	63.00
	1911	Jan.	14	
		Feb.	10	
		Mch.	7	
Up-to-Date Farming	1909	Nov.	17	29.40
		Dec.	33	
		Jan.	6	
Wisconsin Agriculturist	1910	May	20	10.50
		June	11	
		July	1	

The records of a small business taken over by The American Collection Service may be of some interest, as they reflect the steady pulling power of the so-called standard magazines. This business was conducted about six months, as an attempted competitor. It was a flat failure. It is one of some twenty who have attempted to emulate the example of The American Collection Service. After its demise its records were taken over for what they might prove to be worth.



## Why? Why?

Why will ambitious men toil for others when only honest effort and practically no investment are needed to establish a big, paying, independent business of their own? The answer is—they don't know—they are in the dark.

**Are YOU in the Dark?**

Do you think the Collection Business arduous—undignified—slow or unprofitable? Do you want the TRUTH? Will you investigate, then decide for yourself? Then write today for our free book—"COLLECTION METHODS" and learn of the opportunity awaiting YOU. Do it NOW.

**MOHAWK MERCANTILE BUREAU**  
137 Mohawk Bldg., Chicago

These records show much better returns from the single insertions, relatively, than for the repeated showings. The results from the single showings also make clear why the repeated showings appear to grow stronger with repetition. The single *Circle* insertion, for instance, pulled stronger the second month than the first, and pulled almost as many the fourth as the first. The complete records of this failure are given below:

Circle Magazine—Space 21 lines—Ad. cost \$11.78—Cash returns \$5.00

Inquiries, January, 21    Only one insertion  
February, 31  
March, 14  
April, 14

Collier's Weekly—Space 6 line classified—Ad. cost \$45.00—Cash \$10.00—Three insertions—Nov. 6, Nov. 20, 1909 and one time in January, 1910.

Inquiries, Nov., 1909, 7. Ad. cost \$30.  
Dec., 6; returns \$5.00  
Jan., 1910, 34; Ad cost \$15.  
Feb., 1910, 48.  
March, 1910, 17; returns \$5.00.



## More Records of Consecutive Showings 117

Everybody's—Space, 5 line classified—Ad. cost \$37.50—Cash

\$10.00—Three insertions, Nov. and Dec., 1909, and Jan., 1910.

Inquiries, Nov., 9; Ad. cost, \$12.50.

Dec., 11; Ad. cost, \$12.50.

Jan., 28; Ad. cost, \$12.50; Returns, \$10.00.

Feb., 34.

Mch., 16.

April, 20.

Success—Space, 21 lines—Ad. cost, \$31.50—Returns, none.

Inquiries, Jan., 109; Only one insertion 1910.

Feb., 116.

March, 47.

April, 59.

May, 3.

System—Space, 6 line classified—Ad. cost, \$28.75—Cash, \$35.00.

Five insertions as given below, two in 1909, and three 1910.

Inquiries, Nov., 5; cost, \$5.75.

Dec., 11; cost \$5.75; returns, \$5.00.

Jan., 19; cost, \$5.75; returns, \$10.00.

Feb., 31; cost, \$5.75; returns, \$15.00.

March, 28; cost, \$5.75;

April, 25; returns, \$5.00.

May, 1.

System—Space 21 lines—Ad. cost, \$12.69—Cash, none.

Inquiries, Jan., 25; cost, \$12.69; only one insertion 1910.

Feb., 37.

March, 26.

April, 20.

May, 1.

Unkeyed returns.

Inquiries, Jan., 1910, 8.

Feb., 1910, 16.

March, 1910, 9; returns, \$5.00.

April, 1910, 11.

May, 1910, none.

June, 1910, none; returns, \$5.00.

Another business whose advertising results next appear, is particularly interesting, as the advertiser had been encouraged to order three consecutive insertions in a number of publications. These records are those of a fireless and electric cooker business, and are its first advertising records. The advertiser started his campaign in absolute ignorance of proper mail order procedure, knew absolutely

nothing of proper record keeping, and at the end of three months had no conception whatever of the results of his efforts, or their causes. I was called in on the case to analyze his records, put them in shape and install a proper system of record keeping. I found the records in a perfectly hopeless condition, and was forced to start an entirely new set. This was done by checking every original inquiry with such cards as could be found, and making new cards for hundreds of inquiries of which no record had been made. Dozens of orders had been secured, with no record of any inquiry to be found. This precluded any degree of proper credit being given for a majority of the sales, which I was forced to check as unkeyed. The largest volume of sales in proportion to any one medium, was that to the trade. These orders were secured through a direct advertising campaign, which had been foolishly "keyed" to the address used on the regular stationery. This served to complicate the case for checking purposes, but I am of the opinion that the results finally worked out and checked give an approximately fair credit to each publication used.

In addition to the hopeless state of the records, no proper follow-up had been sent to original inquiries. A large number had been sent one letter and catalogue, and no record kept of the inquirer. A few had been sent a second letter, but no proper records had been kept of them. A complete set of follow-up letters had to be written and an entire set of new circulars prepared, after which it was possible to check up nearly all of the previous inquiries and sales.

In the table that follows will be shown the results of all advertising done by this business. I am including the one time showings with the rest. Wherever three time showings were carried out in any publication the law of diminishing returns is striking. In the "Ad. Cost" column the number of times each showing ran will be made clear, as an entry is made in this column for each appearance of the copy. In these records, as in others shown, the publications have been given more than a chance to prove cumulative value, as every piece of copy was keyed the same each time it was repeated in the same publication. The complete records follow:

# More Records of Consecutive Showings 119

Publication	All 1911	Inq.	Returns	Ad. Cost.
Bee Keeper 56 lines	Aug. Sept.	1 4	\$12.50	Not shown
Christian End. World 56 lines	June July	3 1		\$25.20
Christian Herald All 56 lines	May June July Aug. Sept.	98 51 8 4 2	55.80 138.85 115.53 215.14	84.80 84.80 84.80 No. ins.
Clinical Medicine 56 lines	June July Aug. Sept.	2 14 12 10	22.40 94.50 24.00 46.60	Not Shown
Columbian 56 lines	June July Aug. Sept.	6 20 18 8		31.25
Good Housekeeping All 56 lines except July, which was one page	May June July Aug. Sept.	154 139 177 74 54	90.00 253.65 596.64 381.10 149.30	84.00 84.00 336.00 No ins.
House Furn. Review All 56 lines	June July Aug.	2 38 12	11.50 232.50 85.95	32.00 32.00 32.00
Iron Age Hardware All 56 lines	April May June July Aug. Sept.	9 2 21 5 1 5		16.00 32.00 32.00 32.00 32.00
Ladies Home Journal 42 lines, One time	July Aug. Sept.	192 334 71	499.90	294.00
Lippincott's Mag., 56 lines	Aug. Sept.	2 1	13.20	Not shown
Michigan Churchman, 56 lines	July			3.50
No. Western Christ. Adv. 56 lines	June July	2		7.72

## Analytical Advertising

Publication	All 1911	Inq.	Returns	Ad. Cost.
Pittsburg Christ. Adv., 56 lines	June	3		\$14.00
Popular Electricity 56 lines	May	25		
	June	10	\$63.90	25.00
	July	6	41.65	25.00
	Aug.			
	Sept.	4	17.00	
Popular Mechanics 56 lines	May	112	91.50	75.00
	June	63	224.78	75.00
	July	35	125.50	75.00
	Aug.	18	201.50	
	Sept.	14	46.10	
Record of Christ. Work 56 lines	June	6		
	July	3	11.50	10.08
	Aug.	1	6.00	
Red Book 56 lines	May	41	103.80	75.00
	June	25	51.60	75.00
	July	13	12.50	
	Aug.	1		
	Sept.	4		
Saturday Eve. Post 42 lines	June	247	78.50	252.00
One time	July	44	288.88	
	Aug.	15	202.85	
	Sept.	9	63.50	
Sunday School Times 56 lines	May	76	58.00	44.80
	June	36	49.29	44.80
	July	10	83.00	44.80
	Aug.		35.00	
	Sept.	1	92.30	
Western Christ. Adv. 56 lines	June	2		5.60
	July	1		
Trade Circulars (Return Postal Direct Adv.)	June	107	218.75	(No record of number of cards mailed and no cost record)
	July	129	712.48	
	Aug.	3	438.23	
	Sept.	7	24.79	
Unkeyed	April	41		
	May	29	47.50	
	June	78	342.41	
	July	96	385.50	
	Aug.	101	173.15	
	Sept.	2	163.12	



## An Exceptional Business and Its Records

Among the records shown in the previous chapter are several from the tabulated results of Professor Beery's School of Horsemanship. Having been furnished with the complete results of this institution's advertising from October, 1909, to July, 1911, I believe that the interest it afforded me will prove equally strong for other advertisers.

Professor Beery has been engaged in teaching Scientific Horsemanship by mail for a number of years. He is a thorough master of horse training, and has been wonderfully successful in teaching the principles of his calling to others. His school has enrolled thousands of students, all of whom he has taught exclusively by mail. His course naturally appeals most to young men in rural communities, where the opportunities for dealing with horses are greatest. His instruction is not limited to mere horse "breaking," however, but includes the training of colts, the submission of vicious horses, and the gentler arts of training saddle and driving horses to gaited performances.

The very sincerity and earnest purpose of Mr. Beery account, in a very large measure, for his success, for, in spite of extravagant expenditures for advertising, his school is a decidedly successful achievement.

The price of Professor Beery's course is \$10.00. His instruction furnished by mail is undoubtedly worth a great deal more, and one of my suggestions to him was raising the price of his course not less than \$5.00, at which figure I am convinced he would sell more scholarships than he does at \$10.00. My own experience in raising the price of a course has proved that *more* are sold after an increase than before. In addition to the fees for tuition his school secures a very material revenue from the sale of special harness, supplies, driving carts, etc.

A patented breaking bit is also the source of royalties from the trade, the income from which is not included in any of the records that follow. The figures to be shown have credited to the various publications the sales from

supplies to students, however, as well as the sums received for lessons and instruction.

Although Professor Beery has operated his school for a number of years no attempt was ever made to check returns until 1909. The records to follow have been copied from the record books of the school, which were particularly well kept, as far as it was possible to give the proper credit for the inquiries and cash received. The most cursory examination of the record book exhibited a condition extremely interesting to me, for while the records themselves had been proved and balanced with cash books and ledgers, their most significant import had been constantly ignored. The most important and obvious thing they proved was the entire absence of a cost system on inquiries. A more subtle deduction, but not less important,

## Train Your Colt in 8 Hours—Break Your Horse of Any Bad Habits

by my simple method. I can teach you to break any colt in 8 hours thru my wonderful mail system, or break your horse of any bad habits, such as balking, kicking, shying, being afraid of automobiles; in fact, any habit can be cured by my method.



Instructions complete and simple; mastered in a short time with little study.

### \$1,200 to \$3,000 a Year

#### At Home or Travelling

Several of my pupils are making big money giving exhibitions in different cities. Others train horses at home, making \$15 to \$25 a head. You can do the same.

I have graduate pupils in every walk in life—Farmers, Professional Horse Trainers, Horse Breeders, Riding Masters, Teamsters, etc.

I have two courses—one, "How to Train a Colt to Drive, and Break Horses of Bad Habits"—the other, "How to Ride and Train the Saddle Horse; Different Gaits and Fancy Steps."

Let me send you my Free Book on horses, and the opportunities open to you. Write today, now, while you think of it, for Free Book. Also tell me about your horse. (14)

Prof. Jesse Beery, Box , Pleasant Hill, Ohio

was the proof they gave of an inefficient initial record keeping system.

Professor Beery allowed me to take his record book, and the figures were transferred by me to cards. The entire transfer took one clerk four days of fast copying, after which I returned the record book to Pleasant Hill, Ohio. Two other clerks have since checked and recopied the records, but the initial transfer had to be done so quickly, that a number of slight errors resulted. The original record book was the regular working book of the school and my desire to get it back to the Professor with as slight inconvenience to him as possible, made careful checking of the original transfer out of the question. The "average error" was thus somewhat magnified, which will be sufficient to excuse several slight discrepancies in the records themselves. I make this explanation, as I do not wish to present these records as absolutely accurate, as several minor errors are apparent.

Eliminating from consideration several minor errors of this character the records will disclose a condition fairly accurate. Several sources of income are not included in the records to be shown. On the profit of this income, from sources not credited to magazine advertising, the business has been carried along, as the old superstition of cumulative value committed the Professor to advertising expenditures, extravagant to the highest degree. This was made perfectly clear through the simple expedient of determining the cost of doing business in one year, 1910, and on that basis computing the average cost of following-up every inquiry.

When I secured the records, no attempt had ever been made to compute accurately the amount of profit or the amount of loss each publication had yielded. Out of 107 mediums used I discovered that only 23 showed a profit. This percentage would not have been so important had it not proved that a large number of publications were being used constantly at an ever increasing loss, due to a system of ordering that simply subtracted from the cash received the amount paid to each publication for the advertising. As a large number of publications pulled inquiries to an astonishing degree, they were constantly used

at an ever increasing loss, on account of the small percentage of money they actually developed. It was a favorite theory of the Professor that "one inquiry was as good as another." Clearly illogical in this, he might have saved himself thousands of dollars by accurate record keeping.

After tabulating the results from all mediums, and checking with the "unkeyed" returns I was immediately impressed by a discrepancy between the relation of unkeyed inquiries to the total inquiries, and the unkeyed cash with the total cash. The returns checked showed a total number of inquiries of 95,795, of which 2,361 were unkeyed, an average of .024%. Out of cash returns of \$131,700.12 I found \$19,696.73 unkeyed, or an average of .149%. This difference of 12½% clearly proved that proper care had not been taken to check every payment with the original inquiry.

This suspicion was amply confirmed on questioning the clerks and members of the school's staff, who frankly admitted that hundreds of orders were received on which the original inquiry could not be found at once, and that the money would be credited to unkeyed, when a record of the key was somewhere on file, but difficult to find. This condition was not the fault of the office force, but absolutely due to the system, which consisted in a geographical distribution of original cards, instead of alphabetical. Double records were kept of original inquiries, but the system of recording them made scientific checking impossible, and moreover took four girls on filing that a simple and more rational system would reduce to an accurate and inexpensive record, needing not more than half the labor. I had condemned the system before seeing the records, as it was obvious that the method of indexing made accurate checking impossible. The cumbersome expensive system would have merited consideration had it been accurate, but its extravagance proved its own unworthiness in the analysis of results relative to unkeyed cash returns.

Before attempting to secure an accurate idea of the cost of follow-up I made a rough guess that each inquiry cost \$1.20 to follow-up. An accurate analysis showed that it cost \$1.17 (plus) during the year 1910. As accurate



# Attention, Horse Owners!

## Send for Handsome Book Absolutely FREE

**You Can Train Your Colt in 8 Hours or  
Break Your Horses of Any Bad Habits  
by Prof. Beery's Simple Methods**

Prof. Jesse Beery, king of horse tamers and trainers, has retired from his marvelous career in the arena and is now teaching his wonderful system by mail to thousands of interested horse owners.

Prof. Beery is acknowledged to be the world's master horseman. His wonderful exhibition of taming fierce, man-killing horses and conquering horses of all dispositions have thrilled vast audiences all over the world. He can teach you the same simple, yet marvelous, principles which have brought him such remarkable success; so that you can take the most vicious horse and subdue him in a few minutes. He can teach you to train a green colt, break any horse of bad habits, teach a horse to drive without reins, tell the disposition of any horse at a single glance, train him to do difficult tricks and, in fact, gain complete mastery over any horse, young or old.

You can take a useless and dangerous animal and double his value in a short time by these easy, simple methods. And these horses will be cured of shying, kicking, balking, biting, fear of automobiles and all other bad traits forever.

Prof. Beery's lessons are simple, thorough and practical.

**\$1,200 to \$3,000 a Year  
At Home or Traveling!**

Competent Horse Trainers are in demand everywhere. People gladly pay \$15 to \$25 a head to have horses tamed, trained, cured of bad habits, to have colts broken to harness. A good trainer can always keep his stable full of horses.

### What Prof. Beery's Students Are Doing

Breaking horses of every conceivable habit, no matter how long standing it is. Training colts to be absolutely trustworthy and useful in 8 hours. Riding with perfect ease and control. Training horses to go all the saddle gaits and do fancy steps. Training horses to do the most difficult and interesting tricks. Telling any horse's disposition at sight—judging a horse right the first time. There is no limit to what a horse can be taught when you know how.

We receive hundreds of letters like the following:

J. O. Brown, Cameron, Mo., R. R. 4, writes, "Last month I made \$90.00 training colts, besides my regular farm work."

A. W. Bower, Tipton, Ind., writes, "You have made me a practical colt trainer, have all the work I can do and make more money than ever before."

S. M. Ryder, Mercersburg, Pa., writes, "I am making money buying 3-year-old kickers cheap, heading them a few days and selling them, perfectly broken, at a large profit."

Levi Smith, Admire, Kans., R. R. 2, writes, "I have used your methods on some very mean and vicious horses and had good success; broke a five-year-old from kicking in two hours. The owner offered to sell it for \$75.00, but after I trained her he refused \$175.00."



**PROF. JESSE BEERY**

000 Academy St. Pleasant Hill, Ohio



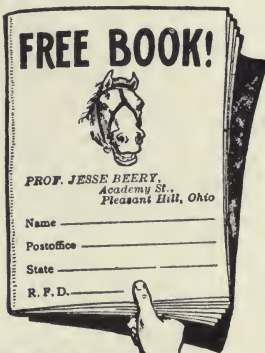
### The Only Instruction of Its Kind in the World

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(15)

200 line Copy (reduced)

figures were not available for 1909, owing to the fact that no proper system had been installed until October, and as no trial sheet had been taken for the six months in 1911, I took \$1.17 as a fairly accurate basis for computing the probable cost per inquiry for the entire period. The records that follow are all computed on this basis. Owing their building, no account was taken of rent. Neither was interest nor depreciation considered. Both should enter, but for purposes of comparison I proceeded without a more accurate basis for the period than \$1.17. This figure is therefore not strictly scientific or accurate. It is probably not more than five cents out of the way, however, and that difference will not serve to make the comparative results less significant, either way.

After deciding on \$1.17 as the cost per inquiry it was necessary to apportion to each publication its average share of the large amount of unkeyed cash. It is, of course, undeniably probable that the best publications are responsible for the largest percentage of the unkeyed cash. I disregarded this, however, in an effort to give the weak sisters every advantage of doubt. An expert accountant was secured by me to reduce this problem to a scientifically accurate basis, as I somewhat distrusted my own figures on this distribution. He found that each inquiry was entitled to a credit of .181 cents, and this sum was added to every inquiry. The total profit or total loss on each of the publications whose records follow, therefore show a cost of \$1.17 for follow-up with a credit of 18 cents for its share of the unkeyed cash returns.

I give the twenty-three magazines that show a profit in the first series. In the second series appear the publications that show a loss. In the two series each publication appears alphabetically.

The final results and deductions are as follows:

#### Mediums Showing a Profit

Name	Space	Ins.	Inq.	Returns	Ad. Cost	Inq. Cost	Total Cost	Profit
Am. Blacksmith	42L	18	362	\$795.77	\$197.06	\$423.54	\$620.60	\$234.17
Appeal to Reason				11.25				11.25
Bit and Spur	28 L	18	71	192.73	100.80	83.07	183.87	21.71
Blacksmith and Wheelwright			22	104.34		25.74		82.58

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Name	Space	Ins.	Inq.	Returns	Ad. Cost	Inq. Cost	Total Cost	Profit
Breeder's Gazette	28 L	4						
	29 L	4						
	42 L	17						
	200 L	5	2698	\$5571.48	\$1331.45	\$3156.66	\$4488.11	\$1571.70
Co. Life in America	28 L	3						
	70 L	2	175	376.25	132.70	204.75	337.45	70.47
*Farm Journal	200 L	4						
	42 L	7	12706	23866.35	6165.10	14866.02	21031.12	5134.78
Farmers' Advocate	42 L	7	120	240.30	53.76	140.40	194.16	67.86
Farm and Ranch	42 L	4	144	182.85	81.92	121.68	203.60	5.31
Good Literature	42 L		94	340.60	73.50	109.98	193.48	174.13
Horseman	42 L	14						
	200 L	1						
Household Mag.	28 L	1	391	593.37	202.68	457.47	660.15	3.99
			4	22.00		4.68		18.04
Michigan Farmer	200 L	4						
	42 L	8	831	1404.06	390.16	972.27	1362.43	192.04
Ohio Farmer	200 L							
	42 L							
Rider and Driver	29 L		957	1719.10	665.63	1119.69	1785.32	106.99
			3	10.00	5.60	3.51	9.11	1.43
So. Cultivator	42 L		152	264.65	31.80	177.84	209.64	57.18
So. Ruralist	42 L	1						
	28 L	1	51	86.70	35.00	59.67	94.67	1.26
20th Century Farmer	42 L		251	452.45	110.40	293.67	404.07	93.81
Veterinarian	1 P	1						
	200 L	3						
	42 L	3						
Wallace Farmer	29 L	3	474	1280.66	129.46	554.58	684.04	682.41
	200 L	7						
	42 L	7	1521	2960.00	732.55	1779.57	2512.12	723.18
Wiltshire's			8	96.00		9.36		88.08
*Woman's Mag.			1	10.60		1.17		9.52

\*See Loss Table for smaller spaces.

## Mediums Showing a Loss

Name	Space	Ins.	Inq.	Returns	Ad. Cost	Inq. Cost	Total Cost	Loss
Am. Farm World	42 L	4	265	\$301.00	\$168.00	\$310.05	\$478.05	\$129.09
Agric. Epitomist	42 L	1	83	98.00	42.11	97.11	139.22	26.20
Am. Home Journal					4.20		4.20	4.20
Am. Agriculturist	42 L	11						
	200 L	6	2393	2966.46	1017.12	2799.81	3816.93	417.34
Am. Issue	75 L	1	51	15.12	52.59	59.67	112.26	87.91
Am. Journal of								
Veter'y Medicine	200 L	1	52		12.50	60.84	73.34	63.93
Am. Poultry Advoc.	200 L	2						
	42 L	4	212	168.25	113.60	248.04	361.64	155.02
Am. Swineherd	42 L	1	6		21.00	7.02	28.02	26.93
Argosy	42 L	3	276	424.99	225.00	322.52	547.52	72.58
Ass. Sun. Mag.	42 L	7	1206	1120.26	945.00	1411.02	2356.02	1017.48
Boyce's Weekly	29 L	1	53	1.25	46.40	62.01	108.41	97.57
Chi. Inter-Ocean	42 L	4						
	200 L	1	63	183.25	128.20	73.71	201.91	7.26
Christian Herald	29 L	5						
	75 L	3	648	456.20	394.39	758.16	1152.55	579.07
Collier's Weekly	28 L	6						
	42 L	1						
	29 L	1	1037	953.91	735.44	1213.29	1948.73	807.13
Dakota Farmer	42 L	6						
	200 L	3	496	390.95	284.34	580.32	864.66	383.94
Everybody's	42 L	1	179	241.54	187.48	209.43	396.91	122.98
Family Herald	42 L	13						
	28 L	14						
	200 L	7	3367	3702.15	714.00	3939.39	4653.39	341.82

Name	Space	Ins.	Inq.	Returns	Ad. Cost	Inq. Cost	Total Cost	Loss
Farm and Fireside	42 L	8						
	200 L	2						
	75 L	1	2299	\$1630.41	\$1532.25	\$2689.83	\$4222.08	\$2175.56
Farm and Home	42 L	7						
	200 L	3	4239	4512.76	1835.60	4959.63	6795.23	1515.32
Farm Journal	28 L							
	29 L		558	779.56	529.50	652.86	1182.36	301.91
Farm Mag.	200 L	1						
	42 L	8	413	333.60	209.80	482.21	692.01	283.66
Farm Press	200 L	1						
	42 L	3	359	450.70	326.00	420.03	746.03	230.36
Farm News	42 L	9						
	200 L	1	1372	1063.40	590.15	1605.24	2195.39	883.66
Farm Progress	56 L	1						
	200 L	7						
	42 L	7	2222	2060.60	1245.06	2599.74	3844.80	1382.02
	29 L	1						
Farm, Stock & Home	200 L	5						
	42 L	9						
	29 L	1	1246	1327.35	583.80	1457.82	2041.62	488.75
Farmer, The	200 L	4						
	42 L	4	1225	981.55	580.80	1473.25	2054.05	850.78
Farmers' Guide	42 L	2	20	2.50	16.80	23.40	40.20	34.08
	200 L							
Farmers' Review	42 L		774	791.70	297.06	905.58	1202.64	270.85
	42 L	3	64	49.75	44.10	74.88	118.98	57.65
Green's Fruit Grower	42 L	5	155	111.35	105.00	183.35	288.35	148.25
	42 L	4	91	94.73	52.40	116.47	168.87	57.67
Holland's Mag	200 L	1						
	42 L	1	405	369.60	227.60	473.85	701.45	258.55
Home Friend	28 L	2	15	10.00	17.10	17.55	34.65	21.94
	200 L	5						
Independent	42 L	6	1463	1416.30	731.20	1711.71	2442.91	761.81
	200 L	11	127	56.50	70.56	148.59	219.15	138.67
Journal of Agric.	42 L	5						
	200 L	11						
Kansas City Star	42 L	2	1798	1873.00	760.00	2103.66	2863.66	665.23
	29 L	1						
Leslie's Weekly	75 L	1						
	29 L	5	320	240.70	178.90	374.40	553.30	254.58
Literary Digest	29 L							
	75 L							
McClure's Mag.	28 L		575	617.65	554.14	672.75	1226.89	505.17
	50 L	1	152	78.95	110.06	177.84	287.90	181.44
Mail and Breeze	200 L							
	42 L	5	1476	1730.04	860.00	1726.92	2586.92	589.73
Met. & Rur. Home	42 L	2	467	352.60	201.60	546.39	747.99	310.87
	200 L	2						
Mo. & Kans. Farmer	42 L	5	392	227.45	152.08	458.64	610.72	312.32
	200 L							
Mo. Valley Farmer	42 L		3137	3684.65	2173.50	3670.29	5843.79	1591.35
	42 L							
Nat. Farmer and Stock Grower	42 L	1			17.64		17.64	17.64
	42 L	2	170	147.80	54.60	198.90	253.50	75.93
National Ripsaw	28 L	1	10	1.25	12.50	11.70	24.20	21.14
	200 L							
Nat. Sportsman	42 L							
	28 L							
Nat. Stockman and Farmer	42 L		1385	2034.90	711.38	1620.45	2331.83	46.25
	28 L	1	1		16.80	1.17	17.97	17.97
National Tribune	42 L	2	33	38.00	13.44	38.61	52.05	8.08
	200 L							
Nebr. Farm Jnl.	42 L		674	1044.55	861.74	788.58	1650.32	483.78
	200 L	8						
N. E. Homestead	42 L	3						
	29 L	1	1249	1097.00	689.75	1461.33	2151.08	828.02
N. W. Agriculturist	200 L							
	42 L							
Orange Judd Farmer	200 L							
	42 L		2206	2686.15	934.59	2581.02	3515.61	430.18



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Name	Space	Ins.	Inq.	Returns	Ad. Cost	Inq. Cost	Total Cost	Loss
Outdoor Life	28 L	1	15	\$ 10.00	\$ 9.80	\$ 17.55	\$ 27.35	\$ 14.64
Outlook	28 L	7	193	225.20	201.00	225.81	426.81	166.68
Penn. Grit	200 L	7						
	42 L	6						
	29 L	1	1779	1257.02	1008.60	2081.43	3090.03	1511.02
Peoples' Home Jnl.	42 L	3	619	461.05	453.60	724.23	1177.83	604.75
Peoples' Pop. Mo.	42 L	1	23	21.60	42.00	26.91	68.91	43.15
Pittsburg Dispatch	42 L	3	498	419.10	546.00	582.66	1128.66	619.43
Popular Mechanics			17	10.60		19.89	19.89	6.22
Practical Farming	200 L							
	42 L		247	297.85	140.70	288.99	429.69	87.14
Prairie Farmer	200 L	1						
	42 L	5	338	369.75	149.16	395.46	544.62	113.70
Republic	42 L	2						
	200 L		1869	1216.35	574.00	2186.73	2760.73	1232.10
R. F. D. News	200 L	2						
	42 L	15	444	481.43	193.00	519.48	712.48	150.69
Rural New Yorker	42 L	13	1581	1519.10	634.40	1849.77	2484.17	678.91
Rural Weekly	200 L	3						
	42 L	4	552	288.60	192.00	645.84	837.84	449.33
Saturday Blade	200 L	4						
	42 L	5	3193	2089.97	1683.20	3735.81	5419.01	2751.11
Scientific Amer.	28 L	1	4	10.00	21.00	4.68	25.68	14.96
Sovereign Visitor	42 L	4	541	509.05	252.00	632.97	884.97	278.00
Success			468	453.46	234.70	547.56	782.26	244.10
Successful Farming	200 L							
	42 L		7055	9364.34	3790.50	8254.35	12044.85	1403.56
	29 L							
Team Owners' Rev.	42 L	6	3		36.00	3.51	39.51	38.97
To-Day's Mag.	42 L	1	297	326.10	105.00	347.49	452.49	72.64
Toledo Blade	200 L	3						
	42 L	9	1305	1196.68	489.00	1526.85	2015.85	582.97
Town & Co. Life	28 L	1	2		5.60	2.34	7.94	7.57
Tribune Farmer	42 L	6	107	89.00	62.74	125.19	187.93	79.58
Uncle Remus' Mag.			7	3.00		8.19	8.19	3.93
Up-to-Date Farm'g	200 L	3						
	42 L	5	857	540.20	413.40	1002.69	1416.09	720.78
Weekly Dispatch	200 L	5						
	80 L	1						
	42 L	8	1673	868.65	373.19	1957.41	2330.60	1159.14
Western Home Mo.	200 L	4						
	42 L	9	1227	1231.21	185.72	1435.59	1621.31	168.02
Wichita Eagle	200 L	2	91	35.00	20.00	106.47	126.47	75.00
Wisconsin Agric	200 L	6						
	42 L	6	1161	1221.95	452.16	1358.37	1810.53	378.44
Wisconsin Farmer	200 L							
	42 L		771	608.25	343.62	902.07	1245.69	497.89
Woman's Farm Jnl.	200 L	1						
	42 L	3	290	380.10	153.00	393.30	546.30	113.71
Woman's World			1542	968.76	710.00	1804.14	2514.14	1266.28
Youth's Comp	42 L	2						
	75 L	1						
	28 L	8	2150	2028.13	1796.50	2515.50	4312.00	1894.72

A number of conflicting features enter into any attempt to analyze these records. An attempt was made to show as accurately as possible the number of insertions that were placed in each publication, also to show the number of times each different sized copy appeared. This was

difficult to determine, and the information recorded is only approximately accurate relative to these two features.

It will also be noted that a number of showings are listed with no particulars regarding the cost of the advertising, the number of times run, or the amount paid for the space. Such cases are due to copy that appeared prior to October, 1909, of which no record was accurately kept. The same condition is responsible for a large proportion of the cash returns, as orders resulted from old advertising that appeared before the present record was prepared.

Owing to the system of keying employed, it was found impossible to make other than a guess as to the relative pulling power of different sized space, as every piece of copy that appeared in any one publication was keyed the same. This prevented accurate analysis of the important problem of space values.

This table of advertising results doubtless will be found interesting to many farm paper advertisers, and the records are shown for comparison with those of other advertisers employing the same class of mediums, rather than for any definite scientific value they may have from an analytical standpoint.

## A Women's Proposition

Having in my possession a set of records on an advertised household machine, I propose publishing them for the possible interest the various returns may have for other advertisers. An explanation relative to their incompleteness, is at the same time an apology for their lack of scientific value.

This business manufactured a machine which was amply protected by a basic patent. It appealed, in the final analysis, entirely to women, as they alone used the machine after its purchase. The business had changed hands a number of times and a very large number of sales plans had been tried by the different managements. At the time I became interested in its possibilities the machine was being sold on a cash in advance plan, with a guarantee of refund in thirty days in the event of any dissatisfaction.

The director of its affairs was a very busy man, who frankly acknowledged that he needed the help of someone experienced in mail order procedure. The demands of his own growing business precluded a proper attention to the manufacture and sale of the machine, which he was conducting practically as a side line to his other affairs. As the business had absolutely no real competition, and its product presented aspects of real merit not to be denied, I was extremely interested in the problem of developing it into an extensive mail order business.

At the time it was turned over to me, sales were being made through a regular follow-up system of letters. Magazine advertising was being carried, and inquiries secured through this advertising came from possible consumers, some agents and some dealers. The management, however, had never kept either accurate or dependable records, and in taking charge of affairs I was confronted by a number of problems of the most baffling character.

The expenditures of the company had been somewhat extensive, and a very large number of different publications had been used. Inquiries were coming in every

day in respectable numbers, and quite a little foreign business was constantly secured through copy in several export papers. The regular magazine advertising also developed inquiries from foreign countries.

The first problem to be settled was a definite sales plan, as the one in operation sold indiscriminately to consumer, dealer and agent, with no definite aim as to an ultimate distribution that would confine the sales to either one of these three channels. My first decision was to eliminate all agent business. The records of previous business being most incomplete, I could only guess as to the volume that had been done through agents. In order to get some line on the actual conditions I was forced to run the business for some little time on the old plan to secure some definite idea of the exact proportion of sales coming from each of the three possible channels. During this time sales were made to a number of agents. As a rule, however, requests for agents' terms usually resulted in the sale of but a single machine at a greatly reduced price. The machine itself was quite heavy and exceedingly bulky, and I could not believe that the ordinary agent would find the sale of the device an easy one. The difficulties of demonstration were evident.

In taking hold of the advertising I discovered that a great many pieces of copy had been used, and that a large number of key numbers had been employed. My first, and practically only orders, were placed before the real condition of record keeping disclosed itself. I therefore made the mistake of using the same old key numbers in each publication. In attempting to run down previous records I discovered that no record had been kept of the sizes of space used, or the amounts paid for them. Neither could I discover the number of times any showing had been repeated, or the exact number of replies or orders secured. In the records that follow it will therefore be impossible to gain any definite idea of the value of any medium, as the price paid for each is usually for the last insertion only, for which I paid, and of which I kept record. The number of unkeyed inquiries is also a most confusing element, as I found numbers of publications had been used with no keys at all. No letter record had ever been



thought of, and in another chapter I give the results of the letter record that was kept during the nine months I operated the business.

In view of the facts given above it will be readily understood that the records are valueless from any dependable standpoint. I reproduce them simply to give a line on various mediums, that may prove interesting to some, in spite of their meager and confusing character.

Practically all of the copy was 21 lines display, although pages were used in some instances, and a few quarter pages.

The record follows:

Name	Yr.	Ins.	Sales	Inq.	Returns	Ad. Cost
Amer. Club Woman	1911	3	2	15	\$30.00	\$240.00
Beautiful Homes	1910		6	13	75.00	
	1911			2		
Boston Cooking School	1910		2	20	30.00	
Magazine	1911		1	2	15.00	
Business Service	1910	6	11	160	160.00	130.00
	1911	1	2	15	27.50	40.00
Chautauquan	1910	1	3		15.00	12.50
	1911	3	16			37.50
Child Lore	1911	1	1	6	12.50	45.00
Ch. End. World	1910	2	2	19	25.00	29.64
	1911			7		
Christian Herald	1910	1	4	88	57.50	25.46
	1911			2		
Ch. Work & Evang.	1910	2		13		21.60
	1911			1		
Circle	1910	1	3	17	42.00	14.96
Collier's Weekly	1910	2	29	248	442.94	105.00
	1911		8	22	145.00	
Columbian	1910	3	7	142	147.50	225.00
	1911			3		
Continent	1910	1	3	6	42.50	5.25
	1911			6		
Cosmopolitan	1910	1	16	165	219.75	56.00
	1911		12	37	150.00	
Delineator	1910	1	27	132	397.50	99.75
	1911			15	23.00	
Designer	1910	1	4	50	60.00	29.93
	1911		2	7	30.00	
Everybody's	1910	1	12	138	177.50	59.37
	1911		2	11	40.00	
Farm & R. E. Journal	1910	1		2		8.40

## Analytical Advertising

Name	Yr.	Ins.	Sales	Inq.	Returns	Ad. Cost
Good Housekeeping	1910		38	101	\$594.50	
	1911		9	15	113.00	
Harper's Weekly	1910		5	26	75.00	
Harper's Bazaar	1910	2	20	69	305.75	\$39.90
	1911		1	10	30.00	
Housekeeper	1910	1	1	37	12.50	31.50
	1911			3		
Independent	1911	1	3	22	42.50	14.00
King's Business	1911	2		2		10.00
Ladies Home Journal	1910	1	72	420	1042.50	147.00
	1911		27	123	385.00	
La Follette's	1910	2	15	92	228.00	20.00
	1911	1	2	55	25.00	
Literary Digest	1910	1	9	125	132.50	26.25
	1911		1	3	15.00	
McCall's Mag.	1910		5	15	74.90	
	1911			2	15.00	
Mother's Mag.	1910	1	8	77	115.00	24.94
	1911			2		
National Mag.	1910	1	2	6	27.50	50.00
Naturopath	1910	2		4		20.00
	1911				20.50	
New Idea	1910	1	3	56	40.00	19.95
	1911			2		
Pacific Mo.	1910			3		
Pictorial Review	1910	1	12	84	114.00	39.90
	1911		3	7	32.50	
Popular Electricity	1910	1	1	52	12.50	14.00
	1911		1	6	15.00	
Red Book	1910			3		
Sat. Eve. Post	1910	1	54	244	812.00	105.00
	1911		5	35	62.50	
School Progress	1910	3	1	25	12.50	60.00
	1911		2	7	30.00	
Success	1910		4	5	72.00	
	1911			2		
S. S. Times	1910	3	14	209	204.75	31.92
	1911	1		17		
Sunset	1910			5		
	1911		1		15.00	
To-Day's Mag.	1910			13		
	1911			2		
20th Cent. Mag.	1910	3	2	18	35.00	21.00
	1911		1	7	15.00	
Uncle Remus's	1910	1	2	23	30.00	21.00
	1911			3		
Union Signal	1910		2	4	30.00	
Western Mo.	1910	3	1	3	15.00	22.50
	1911		1		20.00	

Name	Yr.	Ins.	Sales	Inq.	Returns	Ad. Cost
Woman's Home Com.	1910	1	36	183	\$540.25	\$73.50
	1911		9		203.00	
Woman's Mag.	1910		5	39	77.11	47.88
Woman's Nat. Daily	1910	1	2	9	30.00	42.00
	1911		1	1	17.50	
Unkeyed	1910		60	261	920.25	
	1911		37	124	625.50	

Nine months' experience with this proposition occasioned a number of general deductions relative to selling to women, that are not reflected by the records in any way. My previous experience having been restricted to selling men, I anticipated much greater difficulties than those experienced.

I discovered that there is no especial difference in *selling* itself, although the attitude of a woman customer after purchase is likely to be decidedly different than that of a man. The machine having been purchased on trial would often be returned by a woman with no advice whatever, except a request for a return of the purchase price. This request would often be accompanied by severe reproaches relative to our delinquency, an investigation of which would disclose the return of merchandise weeks before. In all such cases the returned goods would be found at freight houses with no identification marks, to show its consignor. Dozens of machines would be returned without notice to us, and rarely with bills of lading. Attempts on our part to discover the cause of dissatisfaction often resulted in absolutely no information of an illuminating character. As a rule we were simply advised that they had tried the device and were returning the machine. Where the purchaser was a man he would almost invariably write for fuller instructions, definitely outline his difficulties, or ask for shipping instructions.

It was also learned that women are less influenced, directly, by testimonials. A business man is prone to take at its face value the recommendation of a good testimonial. A woman wishes to interview users, rather than read what some purchaser says about your product. This principle is fully realized by the Kalamazoo Stove

Co., which publishes in its catalogue the name of a satisfied user in almost every town in the country. A woman will go out of her way to call on a purchaser of an advertised product, in order to satisfy herself, at first hand, that your testimonials are genuine and of a dependable character.

Descriptions, in selling to women, must be painstakingly accurate. I have known them to compare merchandise with catalogue descriptions, and return goods that varied a fraction of an inch from the advertised description. Their decisions and satisfaction depend, in many cases, more on a faithful description than on usefulness or material and workmanship.



## A Two-Inch Copy Record

This chapter will be devoted to a record of results, furnished with the distinct understanding that no hint of the advertiser's identity be given. I am sorry that this restriction makes it necessary to withhold a full description of the proposition, and also prevents showing the copy which resulted in the records that are to follow.

A general description of the advertising must take the place of specific details, for the advertisement, as well as the advertiser, is so well known as to make some disguise necessary.

The copy used consisted in two-inch, magazine size, space. This copy is only one of a large number used by the advertiser, and the analysis to be given covers a record of this size in detail. The goods consisted in a combination of merchandise selling for slightly less than \$30.00. A small payment with order secured the goods, with regular monthly installments for the balance covering a period of nine months. Most of the advertising was placed at the old "publishers' rates," which accounts for an advertising cost somewhat less than the prevailing price for space. Had the regular rates been paid, practically all of the results would have shown a loss.

The copy was "inquiry copy." Each inquiry was followed up under one-cent postage with a series of letters to the number of five. Each piece of copy was keyed differently every month, giving opportunity for analysis on each separate piece of copy run in any publication. Eighteen publications were tried with more or less consistency. The record is given in alphabetical order as to publications, and is followed by a recapitulation.

### AMERICAN MACHINIST

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
January 14, '09	\$8.50	16	\$ .53	0	
January 21, '09	8.50	6	1.42	0	
January 28, '09	8.50	20	.42	0	
February 4, '09	20.00	29	.69	2	.069 ( $\frac{1}{4}$ Page)
February 11, '09	8.50	13	.66	1	.076
February 18, '09	8.50	10	.85	0	

## Analytical Advertising

## AMERICAN MACHINIST—Continued

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
February 25, '09	\$ 8.50	8	\$1.07	0	
March 4, '09	20.00	27	.74	1	.038 (¼ Page)
March 11, '09	8.50	7	1.21	0	
March 18, '09	8.50	13	.66	0	
March 25, '09	8.50	8	1.07	0	
April 1, '09	8.50	14	.61	0	
April 8, '09	8.50	7	1.21	0	
April 15, '09	8.50	13	.66	1	.076
April 22, '09	8.50	12	.71	0	
	<hr/> \$150.50	<hr/> 213	<hr/> \$0.71	<hr/> 5	<hr/> .059

## BOOKKEEPER

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
May, '09	\$15.42	26	\$0.64	4	.154
June, '09	15.42	62	.25	4	.065
July, '09	15.42	7	2.20	1	.143
September, '09	18.22	54	.34	2	.037
October '09	12.31	33	.37	1	.030
November, '09	12.31	28	.44	7	.250
October, '10	14.55	69	.21	4	.058
November and December, '10	29.10	77	.38	3	.039
January, '11	14.55	44	.33	0	
February, '11	14.55	39	.37	0	
March, '11	14.55	79	.18	1	.013
April, '11	14.55	39	.37	0	
May, '11	14.55	23	.63	0	
June, '11	14.55	27	.54	1	.037
July, '11	14.55	35	.41	2	.057
August, '11	14.55	33	.44		
	<hr/> \$249.15	<hr/> 675	<hr/> \$0.37	<hr/> 30	<hr/> .044

## COLLIER'S

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
October 16, '09	\$45.12	123	\$0.37	8	.065
November 20, '09	45.12	154	.29	10	.065
December 18, '09	45.12	137	.33	7	.051
January, 15 '10	45.12	163	.28	7	.043
February 19, '10	45.12	122	.37	0	
March 19, '10	45.12	74	.61	5	.068
April 16, '10	45.12	109	.41	6	.055
May 21, '10	45.14	140	.32	8	.057
	<hr/> \$360.98	<hr/> 1022	<hr/> \$0.35	<hr/> 51	<hr/> .05

# A Two-Inch Copy Record

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## HARPER'S WEEKLY

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
January 30, '09	\$22.50	14	\$1.61	1	.071
February 13, '09	22.50	7	3.22	0	
February 27, '09	22.50	19	1.18	1	.053
March 13, '09	22.50	9	2.50	0	
March 27, '09	22.50	14	1.61	1	.071
April 10, '09	22.50	13	1.73	1	.077
April 24, '09	22.50	9	2.50	1	.111
May 8, '09	22.50	6	3.75	0	
May 22, '09	22.50	17	1.32	0	
June 5, '09	22.50	9	2.50	0	
	<hr/> \$225.00	<hr/> 117	<hr/> \$1.92	<hr/> 5	<hr/> .043

## LIFE

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
February 4, '09	\$18.00	7	\$2.57	2	.287
February 18, '09	18.00	27	.66	2	.074
March 4, '09	18.00	5	3.60	0	
March 18, '09	18.00	12	1.50	0	
April 1, '09	18.00	7	2.57	1	.143
April 15, '09	21.00	11	1.91	0	
April 29, '09	21.00	18	1.17	1	.056
May 13, '09	21.00	9	2.33	0	
May 27, '09	21.00	6	3.50	2	.333
June 10, '09	21.00	13	1.61	1	.077
June 24, '09	21.00	15	1.40	0	
July 8, '09	21.00	16	1.31	1	.131
July 22, '09	21.00	13	1.61	0	
August 5, '09	21.00	41	.51	1	.024
August 19, '09	21.00	16	1.31	2	.123
September 16, '09	21.00	25	.84	1	.040
September 30, '09	21.00	13	1.61	0	
October 14, '09	21.00	19	1.11	1	.053
	<hr/> \$363.00	<hr/> 273	<hr/> \$1.33	<hr/> 15	<hr/> .055

## LITERARY DIGEST

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
October 9, '09	\$20.31	78	\$ 0.26	1	.013
November 13, '09	20.31	55	.37	3	.054
December 11, '09	20.31	31	.66	1	.032
December 25, '09	20.31	2	10.15	0	
January 8, '10	20.31	52	.39	1	.019

## Analytical Advertising

## LITERARY DIGEST—Continued

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
February, '10	\$20.31	57	\$0.38	2	.035
March 12, '10	28.21	36	.78	1	.025
April 9, '10	28.21	17	1.66	1	.069
May 14, '10	28.21	15	1.88	1	.066
	<hr/> \$206.49	<hr/> 343	<hr/> \$9.60	<hr/> 11	<hr/> .032

## MERCHANT TRADE JOURNAL

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
May, '09	\$5.03	7	\$0.72	0	
June, '09	5.03	14	.36	1	.071
October, '09	5.03	12	.42	1	.083
November, '09	5.03	20	.25	2	.100
December, '09	5.03	24	.21	0	
January, '10	5.03	12	.42	0	
February, '10	5.03	35	.14	2	.057
March, '10	5.03	31	.16	1	.032
April, '10	5.03	32	.16	1	.031
May, '10	5.03	17	.30	1	.059
June, '10	5.03	14	.36	1	.071
	<hr/> \$55.33	<hr/> 218	<hr/> \$0.24	<hr/> 10	<hr/> .045

## N. Y. MAGAZINE OF MYSTERIES

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
October, 1908	\$23.98	63	\$0.38	5	.079
March, 1909	23.98	142	.17	2	.014
April, 1909	23.98	175	.14	6	.034
May, 1909	23.98	129	.19	5	.038
June, 1909	23.98	110	.22	5	.045
	<hr/> \$119.90	<hr/> 619	<hr/> \$0.19	<hr/> 23	<hr/> .037

## OUTING

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
March, 1909	\$21.60	12	\$1.80	0	
April, 1909	21.60	32	.68	1	.031
May, 1909	21.60	10	2.16	0	
	<hr/> \$64.80	<hr/> 54	<hr/> \$1.20	<hr/> 1	<hr/> .018



## OBERMAYER BULLETIN

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
January, 1909	\$4.80	29	\$0.16	0	
March, 1909	4.80	19	.25	1	.052
May, 1909	4.80	14	.34	0	
July, 1909	4.80	16	.30	2	.125
September, 1909	4.80	16	.30	0	
January, 1910	4.80	7	.69	0	
February, 1910	4.80	15	.32	0	
May, 1910	4.80	5	.96	1	.200
	<hr/> \$38.40	<hr/> 121	<hr/> \$0.32	<hr/> 4	<hr/> .033

## POPULAR MECHANICS

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
August, 1910	\$22.86	144	\$0.16	9	.062
September, 1910	22.86	117	.20	6	.051
November, 1910	31.98	118	.27	7	.059
December, 1910	31.98	165	.19	11	.066
January, 1911	31.98	152	.21	6	.039
February, 1911	31.98	194	.16	9	.046
March, 1911	31.98	164	.20	3	.018
April, 1911	31.98	100	.03	4	.04
May, 1911	31.98	107	.30	1	.009
June, 1911	31.98	105	.30	3	.029
July, 1911	31.98	91	.35	1	.011
August, 1911	31.98	90	.36	3	.011
September, 1911	31.98	73	.44	1	.013
	<hr/> \$397.50	<hr/> 1620	<hr/> \$0.24	<hr/> 64	<hr/> .039

## POPULAR TRIO

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
December, 1909	\$36.23	106	\$0.34	9	.084
January, 1910	56.94	139	.41	10	.072
February, 1910	56.94	179	.32	12	.067
March, 1910	56.94	149	.38	7	.047
April, 1910	56.94	102	.56	7	.067
May, 1910	56.94	110	.52	8	.072
June, 1910	56.94	118	.48	7	.059
	<hr/> \$377.87	<hr/> 903	<hr/> \$0.42	<hr/> 60	<hr/> .066

## POWER

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
January 5, '09	\$11.25	50	\$0.22	3	.06
January 12, '09	11.25	28	.40	0	
January 19, '09	11.25	17	.66	0	
January 26, '09	11.25	32	.35	1	.031
February 2, '09	11.25	28	.40	1	.35
February 9, '09	11.25	32	.35	2	.062
February 16, '09	11.25	26	.43	2	.076
February 23, '09	11.25	19	.59	1	.52
March 2, '09	11.25	28	.40	0	
March 9, '09	11.25	32	.35	0	
March 16, '09	11.25	10	1.12	0	
March 23, '09	11.25	16	.70	0	
March 30, '09	11.25	26	.43	2	.076
April 6, '09	11.25	21	.54	1	.047
April 13, '09	11.25	22	.51	2	.09
April 20, '09	11.25	20	.56	0	
April 27, '09	11.25	25	.45	0	
May 4, '09	11.25	13	.87	0	
May 18, '09	11.25	11	1.02	1	.09
June 1, '09	14.07	16	.88	0	
June 15, '09	14.07	11	1.28	2	.182
July 6, '09	14.07	10	1.41	0	
July 20, '09	14.07	26	.54	2	.077
August 3, '09	14.07	13	1.08	0	
August 17, '09	14.07	12	1.17	0	
September 7, '09	14.07	20	.70	0	
September 21, '09	14.07	8	1.76	0	
October 5, '09	14.07	15	.94	0	
October 19, '09	14.07	22	.64	0	
November 2, '09	14.07	10	1.41	0	
November 16, '09	14.07	18	.78	1	.055
December 7, '09	14.07	22	.64	0	
December 21, '09	14.07	15	.94	0	
January 18, '10	14.07	28	.50	2	.71
	\$424.70	702	\$0.61	23	.033

## PRINTERS' INK

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
January 20, '09	\$7.46	10	\$0.74	0	
February 4, '09	7.46	12	.62	0	
February 18, '09	7.46	4	1.86	1	.25
March 3, '09	7.46	11	.68	1	.09
March 17, '09	7.46	4	1.86	0	
March 31, '09	7.46	4	1.86	0	

# A Two-Inch Copy Record

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## PRINTERS' INK—Continued

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
April 7, '09	\$7.46	12	\$0.62	0	
May 5, '09	7.46	15	.50	1	.066
June 2, '09	7.46	7	1.06	0	
July 7, '09	7.46	1	7.46	0	
August 4, '09	7.46	2	3.73	0	
September 1, '09	7.46	1	7.46	0	
September 15, '09	7.46	3	2.48	0	
September 29, '09	7.46	6	1.24	0	
November 3, '09	7.46	6	1.24	0	
	<hr/> \$111.90	<hr/> 98	<hr/> \$1.14	<hr/> 3	<hr/> .031

## PROGRESS

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
October, '09	\$5.37	40	\$0.13	7	.165
November, '09	5.37	41	.13	1	.024
December, '09	5.37	27	.20	0	
January, '10	5.37	40	.13	1	.025
February, '10	5.37	7	.77	0	
March, '10	5.37	18	.29	1	.055
April, '10	5.37	32	.17	1	.031
May, '10	5.37	58	.09	2	.034
June, '10	5.37	62	.08½	3	.048
	<hr/> \$48.33	<hr/> 325	<hr/> \$0.15	<hr/> 16	<hr/> .049

## SATURDAY EVENING POST

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
March 27, '09	\$71.25	366	\$0.19	17	.046
April 3	71.25	185	.38	6	.032
April 10	71.25	239	.29	20	.083
April 24	71.25	270	.26	12	.044
May 8	71.25	133	.53	7	.052
May 15	71.25	154	.46	9	.058
May 22	71.25	238	.30	16	.067
May 29	71.25	171	.41	7	.040
June 5	71.25	252	.28	16	.063
June 26,	71.25	258	.27	20	.077
July 3	71.25	222	.32	13	.058
July 31	71.25	209	.34	12	.057
Aug. 7	71.25	290	.24	18	.062
Aug. 28	71.25	236	.30	11	.046
Sept. 4	71.25	174	.40	7	.040
Sept. 11	71.25	190	.37	8	.042

## Analytical Advertising

## SATURDAY EVENING POST—Continued

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
Sept. 18	\$ 71.25	228	\$0.31	15	.065
Sept. 25	71.25	198	.37	12	.060
Oct. 2	71.25	189	.37	9	.047
Oct. 16	114.00	182	.62	7	.038
Oct. 23	114.00	153	.74	11	.071
Oct. 30	114.00	243	.46	13	.053
Nov. 6	114.00	193	.58	18	.093
Nov. 13	114.00	208	.54	13	.062
Nov. 27	114.00	269	.42	8	.029
Dec. 11	114.00	280	.40	17	.060
Dec. 25	114.00	309	.36	15	.048
Jan. 8, '10	142.50	479	.29	25	.052
Jan. 22	142.50	380	.37	25	.066
Feb. 5	142.50	357	.39	16	.044
Feb. 19	142.50	570	.25	44	.077
Mar. 5	142.50	262	.54	14	.053
Apr. 2	142.50	347	.41	26	.074
May 7	142.50	312	.45	11	.035
June 4	142.50	244	.58	13	.053
	<hr/> \$3405.75	<hr/> 8890	<hr/> \$0.38	<hr/> 511	<hr/> .057

## SUCCESS

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
August, 1909	\$45.00	143	\$0.31	10	.069
September, 1909	45.00	183	.24	12	.065
October, 1909	45.00	166	.27	10	.060
November, 1909	45.00	172	.26	8	.046
December, 1909	45.00	143	.31	12	.083
January, 1910	45.00	182	.24	9	.049
February, 1910	45.00	215	.20	17	.079
March, 1910	45.00	104	.43	5	.048
June, 1910	45.00	117	.38	3	.025
November, 1910	45.00	90	.50	3	.033
December, 1910	45.00	124	.36	4	.031
April, 1911	45.00	92	.48	2	.021
May, 1911	45.00	66	.68	0	
June, 1911	45.00	59	.76	1	.016
September, 1911	45.00	91	.48	1	.011
	<hr/> \$675.00	<hr/> 1947	<hr/> \$0.35	<hr/> 97	<hr/> .050

## SYSTEM

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
April, '09	\$15.06	48	\$9.31	4	.083
May, '09	15.06	41	.36	5	.121



## SYSTEM—Continued

	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
June, '09	\$15.06	56	\$0.26	2	.035
August, '09	15.06	40	.37	6	.150
September, '09	15.06	48	.31	2	.041
October, '09	14.44	31	.46	3	.096
December, '09	14.44	35	.41	1	.280
January, '10	14.44	28	.51	3	.107
February, '10	14.44	36	.40	2	.055
March, '10	14.44	32	.65	1	.045
April, '10	14.44	25	.57	2	.080
June, '10	14.44	31	.46	1	.032
August, '10	14.44	58	.25	3	.051
October, '10	22.50	71	.31	4	.056
November, '10	22.50	58	.39	5	.086
December, '10	22.50	93	.24	4	.043
	<hr/> \$258.32	<hr/> 721	<hr/> \$0.35	<hr/> 48	<hr/> .066

A recapitulation of the above follows:

## RECAPITULATION

Magazine	Cost of Space	No. In- quiries	Cost per Inquiry	No. Orders	% of Orders to Inquiries
American Machinist	\$150.50	213	\$0.71	5	.023
Bookkeeper	249.15	675	.37	30	.044
Collier's	360.98	1022	.35	51	.050
Harper's Weekly	225.00	117	1.92	5	.043
Life	363.00	273	1.33	15	.055
Literary Digest	206.49	343	.60	11	.032
Merchant Trade Jrl.	55.33	218	.24	10	.045
N. Y. Mag. of Myst's	119.90	619	.19	23	.037
Outing	64.80	54	1.20	1	.018
Obermayer Bulletin	38.40	121	.32	4	.033
Popular Trio	377.87	903	.42	60	.066
Popular Mechanics	97.50	1620	.24	64	.039
Power	324.70	702	.61	23	.033
Printer's Ink	411.90	98	1.14	3	.031
Progress	148.33	325	.15	16	.049
Sat. Evening Post	3405.75	8890	.38	511	.057
Success	675.00	1947	.35	97	.050
System	258.32	721	.35	48	.066
Totals	<hr/> \$7533.02	<hr/> 18861	<hr/> \$0.39	<hr/> 977	<hr/> .051
Add Unkeyed Inquiries (11%) and Unkeyed Orders (30%)		2074		293	
	<hr/> \$7533.02	<hr/> 20935	<hr/> \$0.35	<hr/> 1270	<hr/> .060

In order to make a profit it was necessary to secure inquiries at 40 cents each, and develop into orders at least 6% of the inquiries at this cost. It may be seen at a glance how few of the publications tested were profitable. In some cases inquiries were secured at an average cost of less than 40 cents, when a somewhat lower percentage of orders would yield a profit. The general average of inquiry cost dropped below the standard when the unkeyed inquiries were added. The average cost per sale, by the same process, showed 6% on the entire campaign. The few profitable mediums carried the entire campaign, and an examination of the records plainly shows the unprofitable mediums.

In connection with the above results in magazines I have been furnished with a record of results in newspapers tried by the same advertiser on the same proposition. The record is less complete than the above showing, in that no definite idea is given of the sizes of space used in the different papers, nor the number of times each was tried. The newspaper results quoted cover a campaign in which a number of different sizes of copy appeared. In but few instances do the records show results of copy less than 30 lines. This latter copy has been used by this advertiser in newspapers, when the results have been a cost lower than the average costs shown below. The percentage of orders from newspapers fell below that of magazines, and in addition the losses from bad debts on newspaper accounts proved much higher. The record is reproduced exactly as sent in, that a comparison of the results in various papers may be made by other advertisers who have used the same papers.

Dailies	Cost	In- quiries	Plus Proportion Unk. Inq.	Cost per Inq.	Sales	Plus Proportion Unk. Sales	Per- cent- age
N. Y. Evening Sun	\$232.18	464	505	\$0.46	29	32	.06336
N. Y. Morning Sun	250.71	301	328	76	19	21	.06402
Globe Democrat	151.60	262	285	53	15	17	.05964
Chicago Tribune	319.24	445	484	66	15	17	.03512
Record-Herald	194.84	358	390	50	18	20	.05128
Post-Dispatch	60.33	109	119	51	6	7	.05882
New Orleans Item	39.57	70	76	52	5	6	.07894
Commercial Appeal	43.95	94	102	43	7	8	.07843
Washington Herald	32.42	50	54	60	1	1	.01851
Pittsburg Press	60.85	133	145	42	5	6	.04137

# A Two-Inch Copy Record

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Dailies	Cost	In- quiries	Plus Proportion Unk. Inq.	Cost per Inq.	Sales	Plus proportion Unk. Sales	Per- centage
Cincinnati Times-Star	\$ 103.94	262	285	\$0.36	4	4	.01400
Kansas City Times-Star	195.41	218	237	82	12	13	.05458
Minneapolis Tribune	73.92	84	91	81	3	3	.03296
Cleveland Plain-Dealer	46.46	69	75	62	4	4	.05333
N. Y. Mail	81.36	73	79	1.03	3	3	.03797
N. Y. World	65.00	112	122	53	5	6	.04918
Milwaukee Sentinel	20.08	29	32	63	1	1	.03125
Baltimore Sun	108.98	136	148	74	3	3	.02027
Washington Post	76.27	65	71	1.07	3	3	.04225
Omaha Bee	20.92	13	14	1.49	2	2	.14280
St. Louis Times	78.98	139	151	52	2	2	.01324
Chicago Journal	59.39	102	111	54	5	6	.05405
Atlanta Constitution	55.38	49	53	1.04	4	4	.07547
North American	12.80	22	24	53	2	2	.08333
Boston Post	83.36	197	214	39	6	7	.03271
Boston Globe	127.62	103	112	1.14	2	2	.01785
Indianapolis News	41.33	52	57	71	2	2	.03508
Chicago Examiner	81.99	217	236	35	7	8	.03393
Los Angeles Times	29.07	31	34	8.55	2	2	.05882
St. Louis Republic	43.01	44	48	90	1	1	.02083
Baltimore American	20.50	34	37	55	1	1	.02702
N. Y. American	73.49	225	245	30	6	7	.02857
Evening Telegraph	26.96	27	29	93	2	2	.06896
Cleveland News	31.17	30	33	94	1	1	.03030
Springfield News	19.06	13	14	1.36	1	1	.07140
New York Press	34.00	68	74	46	6	7	.09456
Chronicle-Telegraph and Pittsburg Gazette-Times	49.98	52	57	88	3	3	.05263
Denver News	17.21	20	22	78			
Detroit Free Press	34.13	33	36	95	1	1	.02777
Cleveland Leader	21.51	3	3	7.17			
Los Angeles Examiner	12.20	11	12	1.02	2	2	.16666
Terre Haute, Muncie and Indianapolis Star	32.25	32	35	92			
San Francisco Examiner	35.88	16	17	2.11			
New York Times	220.77	351	382	58	18	20	.05235
Total	\$3420.08	5218	5678	\$0.60	234	258	.04543





## An Art School Exhibit

The records shown in this chapter are those of the W. L. Evans School of Cartooning. They were secured from Mr. Evans through the courtesy of Mr. H. Prescott Simpson of The Fowler-Simpson Co., Cleveland, Ohio. All advertising for this school is left entirely with Mr. Simpson, who follows a definite, fixed system in placing its orders. The school moved in May, 1911, and all records prior to that month were either lost or mislaid. A comparative study of the records of previous years, with those of 1911, is thus made impossible.

The main value of the records furnished will be to show the accurate system employed. This system permits the order of no showing in any magazine until the previous showings have yielded a profit. There will thus appear but few publications carrying consecutive showing every month.

The school teaches the subject of cartooning by mail. A peculiar fact in connection with the business is that only one size of copy is ever used and that is one inch copy. Moreover this copy is never changed. Both size and style of copy were changed once, with unsuccessful results, and the present copy is now their standard.

A follow-up of three letters goes to every inquirer. These letters are sent under first class postage. The course sells for \$20.00 cash and \$25.00 in installments. The course is a successful one and has been for several years. No experimenting is done now and all orders are for papers that have proved their worth. All copy in each publication is keyed the same.

The copy is striking, in spite of its small size, and its request for six cents in postage, unusual. The revenue from the postage accompanying an inquiry cuts the cost of follow-up materially. It also serves to eliminate the curiosity seeker to a remarkable degree.

Having a short follow-up, the cost is small and subject to definite computation. A cost system is in effect that makes it possible to know with certainty when to reorder any showing. Having passed the experimental stage

the business is steady, sure and profitable. They are not susceptible to any spell-binding, nor does the cumulative value theory cause them to waste profits in vain attempts to force results.

The copy used uniformly is that given below:



### **DO YOU LIKE TO DRAW?**

#### **THAT'S ALL WE WANT TO KNOW**

Now, we **will not** give you any **grand prize** —or a lot of **free stuff** if you answer this ad. Nor do we claim to make you **rich in a week**. But if you are anxious to develop your talent with a successful cartoonist, so you can **make money**, send a copy of this picture with **6 cents** in stamps for **portfolio of cartoons** and **sample lesson** plate, and let us explain.

THE W. L. EVANS SCHOOL OF CARTOONING, 333 Kingmoore Bldg., Cleveland, O.

The records that follow cover a period of monthly results from May 25th, 1911, to November 23rd, 1911. All orders are given on the showing of a monthly record submitted to Mr. Simpson on the 23rd of every month. With a given average inquiry cost there must be a certain minimum sale cost in order to yield a profit. Each publication that shows by the record that the cost per sale average is a profitable one receives an order to repeat the copy. Those which fail to show returns that are profitable, by this standard, do not receive orders for repetition.

The method of keeping the records totals all results every month. On the average showing of all copy run in any publication it is reordered on the 23rd of each month or allowed to go without copy until it shows a profit. In the records that follow, each publication is started with the total results up to May 25th, 1911. The loss of the previous record of results does not affect the business in any material way, as they have the totals before them just the same, and it is from these totals that all orders are given.

In order to discover which of the publications that follow are the profitable ones, simply examine the fourth column, that of "Cost." Those that show an increase in this column every month are those that are paying stead-

ily. Those that show no increase in this column are publications that have not yielded any profit. They are not reordered until they show a profit. As old inquirers often enroll months after the follow-up ceases, such cases then warrant reordering in publications that have showed no profit for a long time.

As all of the copy is fourteen line copy the number of times it has run prior to May 25th may be easily determined by those interested in this feature. It will be readily appreciated how few publications have warranted monthly showings. By waiting from two to six months a number of magazines will often show a profit for any proposition, where repeated showings, every month, mean continuous loss. It is also worthy of note that this policy of irregular showings serves to keep the average cost of inquiries almost even. With repeated showings every month such costs almost invariably increase with any proposition.

The above explanation will, I think, make the following set of records entirely clear:

Magazine	Month	Replies	Cost	Sales	Cost per reply	Cost per sale
Ainslee's	To May 25, '11	48	\$52.50	8	\$1.09	\$6.56
	To June 23, '11	49	52.50	8	1.07	6.56
	To July 23, '11	49	52.50	8	1.07	6.56
	To Aug. 23, '11	50	52.50	8	1.05	6.56
	To Sept. 23, '11	50	52.50	8	1.05	6.56
	To Oct. 23, '11	50	52.50	8	1.05	6.56
	To Nov. 23, '11	50	52.50	8	1.05	6.56
American Boy	To May 25, '11	538	212.00	64	39	3.31
	To June 23, '11	579	240.00	67	41	3.58
	To July 23, '11	596	254.00	71	42	3.57
	To Aug. 23, '11	619	268.00	74	43	3.62
	To Sept. 23, '11	641	282.00	81	43	3.48
	To Oct. 23, '11	665	296.00	84	44	3.52
	To Nov. 23, '11	710	310.00	88	43	3.52
American Magazine	To May 25, '11	159	159.60	25	1.00	6.38
	To June 23, '11	166	159.60	29	95	5.15
	To July 23, '11	169	159.60	30	94	5.32
	To Aug. 23, '11	173	159.60	31	92	5.14
	To Sept. 23, '11	178	159.60	32	89	4.98
	To Oct. 23, '11	185	180.60	33	97	5.47
	To Nov. 23, '11	201	201.60	36	1.00	5.60
Argosy	To May 25, '11	375	308.00	59	82	5.22
	To June 23, '11	401	364.00	62	90	5.87
	To July 23, '11	405	364.00	62	89	5.96
	To Aug. 23, '11	412	364.00	63	88	5.77
	To Sept. 23, '11	418	364.00	64	87	5.68
	To Oct. 23, '11	428	364.00	65	85	5.60
	To Nov. 23, '11	433	364.00	67	84	5.43

## Analytical Advertising

Magazine	Month	Replies	Cost	Sales	Cost per reply	Cost per Sale
Assoc. Sun. Magazine	To May 25, '11	525	\$315.00	57	\$0.60	\$5.52
	To June 23, '11	555	364.00	60	65	6.06
	To July 23, '11	558	364.00	65	65	5.60
	To Aug. 23, '11	561	364.00	67	64	5.43
	To Sept. 23, '11	567	364.00	68	64	5.35
	To Oct. 23, '11	569	364.00	69	63	5.27
	To Nov. 23, '11	574	364.00	70	63	5.20
Beach's Magazine	To May 25, '11	6	12.00	0	2.00	
	To June 23, '11	7	24.00	0	3.42	
	To July 23, '11	7	24.00	1	3.42	24.00
	To Aug. 23, '11	7	24.00	1	3.42	24.00
	To Sept. 23, '11	7	24.00	1	3.42	24.00
	To Oct. 23, '11	7	24.00	1	3.42	24.00
	To Nov. 23, '11	7	24.00	1	3.42	24.00
Cin. Times Star	To May 25, '11	47	35.34	11	76	3.25
	To June 23, '11	47	35.34	11	76	3.25
	To July 23, '11	47	35.34	11	76	3.25
	To Aug. 23, '11	47	35.34	11	76	3.25
	To Sept. 23, '11	47	35.34	11	76	3.25
	To Oct. 23, '11	47	35.34	11	76	3.25
	To Nov. 23, '11	47	35.34	11	76	3.25
Collier's	To May 25, '11	676	472.50	103	69	4.58
	To June 23, '11	722	567.00	108	78	5.25
	To July 23, '11	749	598.50	110	79	5.44
	To Aug. 23, '11	790	630.00	117	79	5.38
	To Sept. 23, '11	826	661.50	122	80	5.42
	To Oct. 23, '11	863	693.00	130	80	5.33
	To Nov. 23, '11	909	724.50	136	79	5.32
Cosmopolitan	To May 25, '11	106	56.00	14	52	4.00
	To June 23, '11	139	112.00	18	80	6.22
	To July 23, '11	156	112.00	23	71	4.86
	To Aug. 23, '11	179	140.00	65	78	2.15
	To Sept. 23, '11	184	140.00	68	76	2.05
	To Oct. 23, '11	189	140.00	69	74	2.02
	To Nov. 23, '11	227	168.00	70	74	2.49
Everybody's	To May 25, '11	705	500.25	97	70	5.15
	To June 23, '11	766	562.75	110	73	5.11
	To July 23, '11	797	594.00	115	74	5.16
	To Aug. 23, '11	841	625.25	121	74	5.16
	To Sept. 23, '11	888	656.50	128	73	5.12
	To Oct. 23, '11	929	694.00	133	74	5.12
	To Nov. 23, '11	978	731.50	141	74	5.18
Green's Fruit Grower	To May 25, '11	36	14.00	1	38	4.00
	To June 23, '11	36	14.00	2	38	7.00
	To July 23, '11	36	14.00	2	38	7.00
	To Aug. 23, '11	36	14.00	2	38	7.00
	To Sept. 23, '11	36	14.00	2	38	7.00
	To Oct. 23, '11	37	14.00	3	37	4.66
	To Nov. 23, '11	38	14.00	3	35	4.66
Hampton's	To May 25, '11	169	101.50	21	60	4.34
	To June 23, '11	183	126.50	22	69	5.75
	To July 23, '11	195	151.50	25	77	6.06
	To Aug. 23, '11	215	176.50	26	82	6.78
	To Sept. 23, '11	241	201.50	31	83	6.50
	To Oct. 23, '11	253	201.50	35	79	5.75
	To Nov. 23, '11	263	226.50	38	86	5.96



# An Art School Exhibit

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Magazine	Month	Replies	Cost	Sales	Cost per reply	Cost per Sale
Leslie's	To May 25, '11	180	\$108.50	25	\$0.60	\$4.34
	To June 23, '11	209	143.50	28	68	5.12
	To July 23, '11	219	143.50	30	65	4.78
	To Aug. 23, '11	225	143.50	31	63	4.62
	To Sept. 23, '11	239	161.00	32	67	5.03
	To Oct. 23, '11	247	161.00	33	65	4.87
	To Nov. 23, '11	248	161.00	36	64	4.47
McClure's	To May 25, '11	163	120.40	17	73	7.08
	To June 23, '11	172	120.40	19	70	6.33
	To July 23, '11	173	120.40	19	69	6.33
	To Aug. 23, '11	176	120.40	19	68	6.33
	To Sept. 23, '11	182	120.40	20	66	6.02
	To Oct. 23, '11	187	120.40	20	64	6.02
	To Nov. 23, '11	190	120.40	20	63	6.02
McLean's	To May 25, '11	1	6.00	0	6.00	
	To June 23, '11	4	18.00	0	4.50	
	To July 23, '11	4	18.00	1	4.50	18.00
	To Aug. 23, '11	5	18.00	1	3.60	18.00
	To Sept. 23, '11	6	18.00	1	3.00	18.00
	To Oct. 23, '11	7	18.00	1	2.57	18.00
	To Nov. 23, '11	7	18.00	1	2.57	18.00
Modern Methods	To May 25, '11 (Started next month)					
	To June 23, '11	5	6.25	1	1.25	6.25
	To July 23, '11	6	9.38	2	1.56	4.69
	To Aug. 23, '11	7	9.38	2	1.34	4.69
	To Sept. 23, '11	7	9.38	2	1.34	4.69
	To Oct. 23, '11	9	9.38	2	1.04	4.69
	To Nov. 23, '11	9	9.38	2	1.04	4.69
Pacific Monthly	To May 25, '11	71	31.50	18	1.17	4.52
	To June 23, '11	74	89.65	20	1.21	4.48
	To July 23, '11	75	89.65	20	1.19	4.48
	To Aug. 23, '11	80	97.80	21	1.22	4.65
	To Sept. 23, '11	82	97.80	22	1.19	4.44
	To Oct. 23, '11	82	97.80	22	1.19	4.44
	To Nov. 23, '11	82	97.80	23	1.19	4.25
Pearsons	To May 23, '11	49	52.50	4	1.07	13.12
	To June 23, '11	50	52.50	4	1.05	13.12
	To July 23, '11	50	52.50	4	1.05	13.12
	To Aug. 23, '11	50	52.50	4	1.05	13.12
	To Sept. 23, '11	50	52.50	4	1.05	13.12
	To Oct. 23, '11	50	52.50	4	1.05	13.12
	To Nov. 23, '11	50	52.50	4	1.05	13.12
Physical Culture	To May 25, '11	51	57.00	8	1.11	7.12
	To June 23, '11	54	57.00	9	1.05	6.33
	To July 23, '11	56	57.00	10	1.01	5.70
	To Aug. 23, '11	57	57.00	11	1.00	5.18
	To Sept. 23, '11	57	57.00	11	1.00	5.18
	To Oct. 23, '11	58	57.00	11	.98	5.18
	To Nov. 23, '11	59	57.00	11	.96	5.18
Popular Electricity	To May 25, '11	106	78.96	12	71	6.33
	To June 23, '11	116	87.30	15	75	5.82
	To July 23, '11	120	87.30	15	72	5.82
	To Aug. 23, '11	126	87.30	16	69	5.45
	To Sept. 23, '11	126	87.30	16	69	5.45
	To Oct. 23, '11	127	87.30	17	68	5.13
	To Nov. 23, '11	128	87.30	17	68	5.13

## Analytical Advertising

Magazine	Month	Replies	Cost	Sales	Cost per reply	Cost per Sale
Popular Magazine	To May 25, '11	499	\$ 230.30	\$0.86	46	\$2.67
	To June 23, '11	536	261.10	91	48	2.86
	To July 23, '11	563	276.50	92	49	3.00
	To Aug. 23, '11	606	291.90	101	48	2.89
	To Sept. 23, '11	651	307.30	111	47	2.76
	To Oct. 23, '11	681	322.70	124	47	2.60
	To Nov. 23, '11	711	338.10	128	47	2.64
Popular Mechanics	To May 25, '11	709	276.00	108	39	2.55
	To June 23, '11	763	314.00	121	41	2.59
	To July 23, '11	804	332.00	125	41	2.65
	To Aug. 23, '11	859	350.00	133	40	2.63
	To Sept. 23, '11	916	368.00	141	40	2.60
	To Oct. 23, '11	982	386.00	150	39	2.57
	To Nov. 23, '11	1060	404.00	160	38	2.52
Red Book	To May 25, '11	423	294.00	55	69	5.34
	To June 23, '11	439	315.00	60	71	5.25
	To July 23, '11	445	315.00	60	70	5.25
	To Aug. 23, '11	466	336.00	60	72	5.60
	To Sept. 23, '11	484	336.00	62	69	5.41
	To Oct. 23, '11	491	336.00	66	68	5.06
	To Nov. 23, '11	502	336.00	67	66	5.01
Saturday Eve. Post	To May 25, '11	1442	1218.00	213	84	5.71
	To June 23, '11	1545	1386.00	232	89	5.97
	To July 23, '11	1573	1386.00	244	88	5.68
	To Aug. 23, '11	1592	1386.00	251	87	5.52
	To Sept. 23, '11	1649	1470.00	257	89	5.71
	To Oct. 23, '11	1694	1470.00	260	86	5.65
	To Nov. 23, '11	1781	1554.00	269	87	5.77
Short Stories	To May 25, '11	66	34.00	7	51	4.85
	To June 23, '11	75	38.00	11	59	3.45
	To July 23, '11	77	38.00	12	49	3.16
	To Aug. 23, '11	78	38.00	12	48	3.16
	To Sept. 23, '11	81	38.00	13	46	2.92
	To Oct. 23, '11	83	38.00	13	45	2.92
	To Nov. 23, '11	83	38.00	13	45	2.92
Signs of the Times	To May 25, '11	8	8.76	0	1.09	
	To June 23, '11	8	8.76	0	1.09	
	To July 23, '11	8	8.76	0	1.09	
	To Aug. 23, '11	8	8.76	0	1.09	
	To Sept. 23, '11	8	8.76	0	1.09	
	To Oct. 23, '11	8	8.76	0	1.09	
	To Nov. 23, '11	8	8.76	0	1.09	
Sovereign Visitor	To May 25, '11	50	56.00	3	1.12	18.66
	To June 23, '11	52	56.00	3	1.07	18.66
	To July 23, '11	52	56.00	3	1.07	18.66
	To Aug. 23, '11	52	56.00	3	1.07	18.66
	To Sept. 23, '11	52	56.00	3	1.07	18.66
	To Oct. 23, '11	52	56.00	3	1.07	18.66
	To Nov. 23, '11	52	56.00	3	1.07	18.66
Students' Art Magazine	To May 25, '11	65	20.00	10	30	2.00
	To June 23, '11	72	30.00	10	41	3.00
	To July 23, '11	76	30.00	10	39	3.00
	To Aug. 23, '11	79	30.00	10	37	3.00
	To Sept. 23, '11	80	30.00	10	37	3.00
	To Oct. 23, '11	81	30.00	10	37	3.00
	To Nov. 23, '11	82	30.00	11	36	2.72

Magazine	Month	Replies	Cost	Sales	Cost per reply	Cost per Sale
Success	To May 25, '11	69	\$56.00	6	\$0.81	\$9.33
	To June 23, '11	71	56.00	6	78	9.33
	To July 23, '11	72	56.00	6	77	9.33
	To Aug. 23, '11	73	56.00	6	76	9.33
	To Sept. 23, '11	74	56.00	8	75	9.33
	To Oct. 23, '11	74	56.00	6	75	9.33
	To Nov. 23, '11	75	56.00	6	74	9.33
System	To May 25, '11	109	112.50	20	1.03	5.62
	To June 23, '11	118	112.50	23	95	4.89
	To July 23, '11	119	112.50	24	94	4.68
	To Aug. 23, '11	120	112.50	24	93	4.68
	To Sept. 23, '11	123	125.00	24	1.01	5.00
	To Oct. 23, '11	131	137.50	25	1.04	5.50
	To Nov. 23, '11	144	137.50	26	95	5.28
Technical World	To May 25, '11	188	157.00	33	83	4.75
	To June 23, '11	192	167.00	34	86	4.91
	To July 23, '11	192	167.00	34	86	4.91
	To Aug. 23, '11	198	167.00	34	84	4.91
	To Sept. 23, '11	205	177.00	37	86	4.78
	To Oct. 23, '11	211	187.00	37	88	5.05
	To Nov. 23, '11	220	197.00	38	89	5.18
Today's Magazine	To May 25, '11	44	42.00	6	95	7.00
	To June 23, '11	44	42.00	6	95	7.00
	To July 23, '11	45	42.00	6	93	7.00
	To Aug. 23, '11	45	42.00	6	93	7.00
	To Sept. 23, '11	45	42.00	6	93	7.00
	To Oct. 23, '11	45	42.00	6	93	7.00
	To Nov. 23, '11	45	42.00	6	93	7.00
World's Almanac	To May 25, '11	35	32.50	1	92	32.50
	To June 23, '11	39	32.50	2	83	16.25
	To July 23, '11	39	32.50	2	83	16.25
	To Aug. 23, '11	39	32.50	3	83	10.83
	To Sept. 23, '11	39	32.50	3	83	10.83
	To Oct. 23, '11	40	32.50	3	81	10.83
	To Nov. 23, '11	43	32.50	3	75	10.83
Unkeyed	To Nov. 23, '11	341		191		

The above record includes showings in thirty-three mediums. Of the thirty-three there are only four that pay with sufficient regularity to permit a showing every month. These four are the *American Boy*, *Collier's*, *Everybody's* and the *Popular*. There appear to be several other good pullers in the list, but it is necessary to "skip" insertions in order to secure a working margin of profit from them.

A discussion between Mr. Simpson and myself in 1909 resulted in a test that proved most interesting. It arose out of Mr. Simpson's faith in the first-class postage plan operated by the Evans School. As previously stated, this school uses first-class postage in its follow-up. I use

third-class postage. Mr. Simpson was of the opinion that a high-grade stationery, under first-class postage, would yield me better returns than I secured from cheaper paper and third-class postage.

I decided to test his theory, and for over three months sent out two classes of follow-up. One was accompanied by cheap, sixteen pound letterheads and No. 10 manilla envelopes, mailed third-class. The other used fancy twenty pound paper, printed in three colors, with bond envelopes to match. Our inquiries were divided equally every day and the different letters sent to half of each. The entire follow-up was carried out in this fashion.

The results, after a three months' test, showed a percentage of enrolments of .06 plus for the third-class postage, and .05 plus for first-class postage. As the cost in postage alone was doubled on the first-class letters, the net loss on the first-class was a considerable figure. The results of this test are significant. With any new proposition I always make a postage test, and have found the third-class as good as first-class in every case tested, but one. The latter was test on direct advertising to lawyers, where I found it necessary to use first-class in order to secure any profitable returns.



## A Four Years' Record

This chapter will contain an advertising record, covering a period of four years, of American Collection Service showings in some 150 different mediums. A large number of "trade" records are omitted, for reasons of policy previously outlined. This record of four years is given mainly on account of its comparative value to other advertisers, although such a complete record will reflect a certain interest for any advertiser. The comparative value will manifest itself to many in the degree of profit or loss the same publications reflect in their own experiments. That a thorough understanding of the table may be secured by every reader certain explanations are necessary, which will be found outlined in the next paragraph.

In the second column will be given the year. The records for 1907 were not kept in tabulated form, making it desirable to start this record with 1908, when the present system was installed. In the first column on the left the name of each publication is given in alphabetical order, and the year given in the second column indicates the period of twelve months during which the first insertions in each publication started. In the third column is given the number of times all copy showed in each publication. The number of insertions includes all sizes of copy from small classified to three page readers. In the fourth column is given the total number of inquiries secured each year from each publication, regardless of size of space. In the fifth column the total cash returns secured during that year are shown. In the sixth column the cost for all space used in each publication is totalled. In the last column I have indicated whether the results show a profit or a loss. For obvious reasons I do not care to give the actual profit or loss in dollars and cents. It must be borne in mind that the final result must take into consideration the total cost in following up all inquiries received during the year, as well as all fixed and overhead expenses connected with doing business. These expenses are charged against the proceeds, as well as the definite cost of space, and the final

# You Have a Right to Independence

**W**HATEVER your condition you are bound to believe that you have a right to business freedom. Every good American believes that, and with considerable justice, too. But—do you actually possess any real business independence? If you have given the subject any thought you also realize that the right to independence means not only an earnest desire to enjoy it, but a will to achieve it. Have you made any real effort to become absolutely independent? The more you study the opportunities for business freedom the more you

must be convinced of the limited channels through which it may be gained. Have you ever considered the one wide field yet scarcely understood? This field is the collection field. It is practically limitless. It is as wide and broad as America itself. The demand for experts is becoming wider every day. It will continue to widen as long as the country does business on a credit basis, and that means as long as present property ideals exist. Do you know that it takes practically no cash capital to enter this business?

## Your Head—Your Capital A Trained Brain Better Than Cash Capital



**A. P. HYDE**  
Holyoke, Mass.

I have made good from the first letter I sent out. I had never collected a bill in my life until I took the lessons, and I had made as high as \$700.00 in one week and that in spare time only, evenings and Saturday afternoons. I don't see the people out of this that I expect money from. I just write to them and the money comes by mail. I don't think that it is hard work to make friends of your clients, it is not. You can't help but win. *Author Philip Hyde.*

A New York student wrote me recently that he could command \$5,000 at low interest, asking my advice on investing it in the Collection business. I told him what I tell you—the collection business needs no such capital. A good brain is worth ten times \$5,000 in this business.



**H. A. MURPHY**  
Youngstown, Ohio

The following are my COMMISSIONS for

March	\$348.02
April	430.48
May	439.72
June	484.58

Commencing with November my commissions ran from \$250.00 up to \$100.00 per month, including February. *H. A. Murphy.*



## I Can Make Your Brain Pay You Dividends

I can teach you to cash in with your brain. The amount of your dividend rate will, of course, depend on the quality of your gray matter. The more of that you already possess the greater your actual dividend. No matter how trained your head may be I can make it pay you something. It is entirely up to you how much. I can show you how to make it pay you a steady dividend in your spare time. The collection business is an ideal one for this character of brain investment. I can teach you how to make it pay big dividends if you care to devote all your time to the business. Any way you look at this problem of making a living and increasing your dividends I can help you. Simply say the word and I will show you how. It will cost nothing to see my proof of results accomplished with others. They were no more fortunate or lucky when they started than you. Write and see for yourself.

**W. A. SHRYER, President**  
**THE AMERICAN COLLECTION SERVICE, 39 State St., Detroit, Mich.**

This Page Yielded a Net Profit of \$421.67

result expressed in comparative form as either Small Profit, Profit, or Good Profit, and Small Loss, Loss or Decided Loss. Such a plan obviates the necessity of quoting the exact profit or loss, which would serve no serious purpose and simply aid the unduly curious.

The records for 1911 are totalled only as far as October first. During the three months to follow practically all of the publications showing a small loss will be turned to profit, as our regular follow-up will doubtless reach each inquirer at least once before January 1st, 1912. By means of the system now employed no publication receives any order for any repetition of a certain piece of copy until the previous showing pays out. A number of losses incurred during 1911 are likely to be permanent losses, as the insertions responsible for the bad showings were made purely as "experiments," some in new mediums, and others in old ones. Among the latter several "Standard Magazines" were chosen for experiments (on account of large increases in circulation), in spite of the fact that previous experiments showed a loss. The results have been valuable in so far as they have confirmed the fixed theory now employed, namely, to reorder in no publication as long as any losses from previous showings appear. The returns already in since the date of closing this record, show a profit for a number appearing as losses in the following table.

Any advertisers desiring any particular information not recorded in these results will be cheerfully accorded any pertinent facts they desire. The complete table is as follows:

To Sept. 30, 1911.

Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Advertisers'	1909	5	59	\$187.05	\$47.19	Profit
Mag.	1910	4	38	91.00	16.12	Loss
	1911			47.50		Profit
Alcolm Mag.	1909	2	1		30.40	Decided Loss
American Boy	1909	1	22		11.33	Decided Loss
	1910			5.00		Small Profit
Am. Bus. Man	1908	2	48	129.50	11.87	Good Profit
	1909		5	53.00		Profit
	1910		2	70.00		Good Profit
	1911			5.00		Small Profit

## Analytical Advertising

Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Am. Legal News	1909	4	25	\$9.00	\$31.65	Decided Loss
	1910			40.00		Profit
	1911		1			Small Loss
American Mag.	1908	7	158	125.00	66.80	Loss
	1909	10	262	403.00	128.01	Profit
	1910		15	94.75		Good Profit
	1911	1	35	117.50	74.10	Small Profit
App. to Reason	1908	2	19		14.96	Loss
	1909		4	5.00		Small Profit
	1911			20.00		Profit
Appleton's Mag	1909	1	5		3.98	Loss
Argosy and All Story	1908	13	1109	782.00	549.77	Decided Loss
	1909	6	441	769.90	127.50	Good Profit
	1910		19	250.00		Good Profit
	1911		12	185.50		Good Profit
Ass. Sun. Mag.	1908	14	985	970.50	1220.92	Big Loss
	1909	11	408	651.50	361.72	Loss
	1910	3	103	310.75	95.94	Profit
	1911		3	353.50		Good Profit
	1909	1	3		2.96	Small Loss
Base Ball Mag.	1909	1	5		14.25	Loss
Beach's Mag.	1909	4	80	41.00	40.00	Loss
	1910	1	46	136.00	40.00	Profit
	1911	6	133	562.06	241.80	Good Profit
	1909	2	11		8.15	Loss
Black Cat	1910		1	6.00		Small Profit
	1909	3	31	25.00	20.75	Loss
Blue Book	1910		3	5.00		Small Profit
	1911		1			Small Loss
Bonville's						
West. Mo	1909	2	8	26.00	25.00	Small Loss
Bus. & Finance	1909	1	2		1.56	Small Loss
	1910		1	5.00		Small Profit
Business (Bookkeeper.)	1908	3	116	115.00	21.08	Small Profit
	1909	14	206	430.00	133.86	Small Profit
	1910	12	103	377.00	50.29	Good Profit
	1911	10	98	174.15	50.77	Small Profit
Busy Man's Mag.	1908	1	4			
	1909	12	39	25.47	49.09	Decided Loss
	1910	2	10	11.00	3.26	Small Loss
	1911	1	1		1.39	Small Loss
Business Phil.	1909	14	250	317.50	85.26	Small Loss
	1910	11	96	365.96	37.26	Good Profit
	1911	5	27	132.50	9.66	Good Profit
Business World	1908	2	3		1.18	Small Loss
	1909	7	9	65.75	14.50	Profit
	1910		1	5.00		Small Profit
Canadian Courier	1908	1	2		4.21	Small Loss
	1911			11.00		Small Profit



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Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Canadian Sun. Papers	1911	1			\$ 1.60	Small Loss
Canada West	1909	1			11.68	Small Loss
Case & Comment	1909	5	106	\$347.05	68.05	Good Profit
	1910	5	66	133.00	32.68	Profit
	1911	2	11	70.00	10.90	Profit
Chi. Daily News	1908	1	17	50.00	2.40	Profit
	1909	2	9	1.00	4.20	Small Loss
	1910	1	3	5.00	1.00	Small Profit
Chi. Ledger	1908	1	12	25.00	free	Small Profit
	1909	1	14		7.70	Loss
	1910			3.00		Small Profit
Chief	1909	1	9		14.21	Loss
	1910			21.00		Profit
Chris. End. Wd	1909	1	28	25.00	34.58	Loss
Chris. Herald	1908	2	58	55.00	39.60	Small Loss
	1909	2	51	52.00	40.06	Loss
	1910		1	21.00		Profit
	1911		1	10.00		Small Profit
Chris. Republic	1909	1	20		18.88	Loss
	1911		5			Small Profit
Circle	1908	3	80	60.00	26.94	Small Profit
	1909	9	237	338.97	109.52	Small Profit
	1910	4	51	93.50	33.01	Small Loss
	1911		8	116.00		Good Profit
Civil Service Rec.	1909	1	66	4.57	56.43	Decided Loss
	1910		1	49.00		Profit
Collier's Wkly.	1908	31	1619	1985.00	851.64	Good Profit
	1909	30	1146	1791.47	649.11	Small Loss
	1910	23	505	1230.07	634.73	Good Profit
	1911	7	303	787.00	303.49	Good Profit
Comfort	1909	1	84		31.10	Decided Loss
	1910		4			Small Loss
	1911			32.50		Profit
Com. Trav. Mg	1911	1			3.62	Small Loss
Common Sense	1909	2	14	25.00	9.33	Small Profit
Continent (Interior)	1910	2	4	20.00	13.88	Small Profit
	1911	3	28	52.50	42.94	Loss
Cosmopolitan	1908	3	183	55.00	101.48	Decided Loss
	1909	9	328	342.00	100.74	Decided Loss
	1910	5	101	138.50	50.00	Loss
	1911	2	123	133.94	112.00	Decided Loss
Current Liter.	1908	1	9		5.98	Small Loss
	1909	2	71	88.00	33.55	Small Loss
	1910	2	33	44.00	33.31	Small Loss
	1911	1	17	35.00	30.02	Small Loss
Cushman's Couple	1909	1	11		4.45	Small Loss
Domestic Eng.	1909	1	8	25.00	7.25	Small Profit
	1910	2	2		16.42	Small Loss

Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Epworth Her.	1909	1	25	\$ 6.00	\$ 26.60	Loss
Everybody's	1908	18	1078	1163.68	485.76	Good Profit
	1909	13	583	1052.41	529.63	Profit
	1910	17	348	944.83	238.45	Good Profit
	1911	11	335	1159.15	317.50	Good Profit
Everywhere	1909	1			.67	Small Loss
Everywoman's	1909	2	8	26.00	3.12	Small Profit
Mag.	1910	1	3		2.62	Small Loss
Farm & R. E.	1910	1	3		.90	Small Loss
Journal						
Glean. in Bee						
Cult.	1909	1	9		9.97	Loss
Golden West						
Mag.	1909	1	1			
Grey Goose	1909	4	8	25.00	4.27	Small Profit
	1910		2	21.00		Small Profit
Great South-						
west	1909	1	4		9.95	Loss
Green Book	1909	1	1		2.34	Small Loss
	1910		1	26.00		Small Profit
	1911	1	5	5.00	2.34	Small Loss
Gregg Writer	1911	1	1		1.15	Small Loss
Hampton's Mag	1908	1	18		11.22	Loss
	1909	4	49		15.96	Decided Loss
	1910		3	5.00		Small Profit
	1911	2	73	97.50	105.00	Decided Loss
Hapgood's Op.	1908	3	27	40.00	13.37	Small Profit
Bus. Life	1909		2	79.00		Good Profit
Harper's Mo.	1909	2	8		11.06	Loss
	1911		2			Small Loss
Harper's Wkly.	1908	4	51	42.50	51.92	Loss
	1909		1	25.00		Profit
	1910			55.25		Profit
Hearst's Sun.	1908	22	486	427.45	265.48	Decided Loss
Mag.	1909	1	63	168.00	15.84	Good Profit
	1910	5	45	47.00	52.00	Loss
	1911			11.50		Small Profit
Holland's Mag.	1910	1	9		4.66	Loss
Home Corr.	1909	1	22		94.05	Decided Loss
Sch. Cat.	1910		32	17.23		Loss
	1911		34	5.00		Loss
Home Herald	1908	1	28	25.00	10.24	Small Profit
	1909	2	12	41.00	42.01	Loss
	1911			20.00		Small Profit
Human Life	1908	3	109	85.00	29.18	Small Profit
	1909	5	80	87.00	69.32	Loss
	1910	3	24	18.00	13.35	Small Loss
	1911	1	1	130.00	2.66	Good Profit

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Name	Yr.	Ins.	Inq.	Returns	Ad.Cost	Profit—Loss
Illus. Sun. Mag.	1908	3	142	\$132.50	\$148.06	Loss
	1909	1	34	92.50	31.72	Good Profit
	1910		2	25.50		Small Profit
	1911			32.50		Small Profit
Jnl. of Acc.	1909	1	3		.84	Small Loss
Kans. City Star	1908		7			
Kansas Mag.	1909	1	1		1.33	Small Loss
	1910			26.00		Profit
La Follette's	1910	5	105	9.00	64.62	Decided Loss
Wkly	1911			110.00		Good Profit
Law Student's	1909	4	52	48.87	21.80	Loss
Helper	1910	1	9	31.00		Trade Profit
Leslie's Wkly.	1908	1	6		2.34	Small Loss
	1911	1	45	92.50	49.40	Small Loss
Literary Digest	1908	16	289	306.00	72.65	Good Profit
	1909	25	336	538.95	247.88	Loss
	1910	9	135	366.06	68.21	Good Profit
	1911	10	140	307.50	113.30	Profit
Literary Mag.	1909	2	3		7.46	Small Loss
	1910			4.78		Small Profit
Lupton's List	1909	1	34	2.00	57.56	Decided Loss
	1910		2	26.00		Profit
McClure's Mag.	1908	1	89	84.00	85.50	Loss
	1909	2	45	56.00	28.60	Loss
	1910	1	13	29.00	28.60	Loss
	1911		4	32.50		Profit
Mail Order Jnl.	1908	1	5		4.55	Loss
Merch. Rec. & S. W.	1908	1	17	25.00	15.00	Small Profit
	1909	3	14	61.00	42.75	Small Profit
	1910	3	27	91.00	25.04	Small Profit
	1911	3	14	40.00	37.62	Small Loss
Merch. Tr. Jnl.	1909	2	19	25.00	14.22	Small Loss
	1911	1	20		15.39	Loss
Metropolitan	1909	3	16		53.58	Loss
	1910	1	12		44.42	Loss
	1911	1	23			Free Loss
Mich. Alumnus	1911	1	27	40.50	19.00	Small Loss
Model Mag.	1908	4	154	137.50	1.07	Profit
	1909	9	613	1350.00	200.71	Good Profit
	1910		33	592.85	22.40	Good Profit
	1911		2	32.50		Profit
Modern Meth.	1908	5	56	130.00	58.00	Profit
	1909	4	116	273.80	105.93	Profit
	1910	2	30	34.75		Small Profit
	1911	3	78	283.00	82.71	Good Profit
Mod. Miracles	1909	1	30	30.00	12.45	Loss
	1910			20.00		Profit
Modern Woodman	1908	1	52	30.00	44.88	Loss
	1909		2	73.50		Profit

## Analytical Advertising

Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Munsey's Mag.	1908	6	349	\$237.50	\$108.00	Small Profit
	1909	4	136	345.50	50.00	Good Profit
	1910		12	65.00		Profit
	1911			5.00		Small Profit
Nat. Home Mg.	1908	1	6		2.33	Loss
National Mag.	1908	1	10		3.74	Loss
	1909	5	25		63.96	Loss
	1910		3			Small Loss
National Post	1911	1	2	20.00	13.00	Small Profit
Nat. Sp'tsman	1911	1	13	20.00	22.20	Loss
Nautilus	1909	5	88	143.50	41.20	Profit
	1910	1	102	68.00	111.10	Loss
	1911		2			Small Loss
New Eng. Mag.	1909	1	1		3.35	Small Loss
New Thought	1908	1	14	5.00	4.48	Small Loss
	1909	1	7		3.79	Small Loss
	1910	3	36	116.00	29.64	Profit
	1911		3	32.50		Profit
N. Y. Mag. of	1908	1	14		13.46	Loss
Myst.	1909		2			Small Loss
N. Y. World						
Almanac	1911	1	19		13.17	Loss
No. Am. Rev.	1909	2	7		5.26	Loss
Opportunity	1909	1			1.49	Small Loss
	1910	2	11		4.46	Small Loss
	1911		3	37.50		Profit
	1911			20.00		Profit
Optimist						
Outing	1908	1	4		15.84	Loss
	1909		6			Small Loss
	1910		2	26.00		Profit
	1911	2	6	20.00	52.91	Loss
Outlook	1908	3	29	40.00	9.44	Profit
	1909	7	125	143.00	126.91	Decided Loss
	1910	2	22	139.50	7.72	Good Profit
	1911	3	8	66.50	27.37	Small Profit
	1909	1	4		1.70	Loss
Overland Mo.						
Pacific Mo.	1908	3	19	110.00	19.98	Profit
	1909	7	94	56.00	150.57	Decided Loss
	1910	1	13	68.00	3.23	Profit
	1911		2			Small Loss
Pearson's Mag.	1908	2	20	25.00	34.54	Small Loss
	1909	5	35	50.00	31.93	Small Loss
	1910		7	13.00		Small Profit
Penna. Grit	1908	1	15		3.37	Small Loss
	1909		2			Small Loss
People's Pop.	1909	2	29		6.22	Loss
Mo.	1910		4			Small Loss
Phila. Inquirer	1909	16	134	81.00	15.68	Loss
	1910	7	11	52.00	6.34	Small Profit



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Name	Yr.	Ins.	Inq.	Returns	Ad.Cost	Profit—Loss
Physical Culture	1908	1	16	\$10.00	\$14.96	Small Loss
	1909	3	52	36.00	59.74	Loss
	1910		3	32.50		Profit
	1911			32.50		Profit
Pittsburg Ldr.	1910	3	8	28.50	3.22	Small Profit
Popular Electricity	1909	3	17		5.32	Loss
	1910	2	20		7.92	Loss
	1911	5	38	52.50	7.64	Small Profit
Popular Mechanics	1908	4	122		28.40	Loss
	1909	3	104	159.15	6.27	Profit
	1910	6	165	326.00	37.50	Good Profit
	1911	8	239	341.00	24.36	Profit
Popular Trio	1908	2	127	117.50	46.63	Small Profit
	1909	1	51	72.00	15.94	Small Profit
	1910	4	128	221.93	55.08	Good Profit
	1911	3	109	313.00	48.64	Good Profit
Progress	1909	7	124	151.00	41.13	Small Loss
	1910	4	127	233.73	134.79	Small Loss
	1911		42	191.00		Good Profit
Putnam's Read.	1909	1	3		4.66	Small Loss
R. R. Man's Mag.	1908	1	22	25.00	16.00	Small Profit
	1909	1	49	50.00	39.90	Loss
	1910		2	47.00		Profit
Ry. Carmen's Journal	1909	3	9	25.00	19.05	Small Loss
Ry. Clerk	1909	3	1		9.52	Small Loss
Ry. Employee	1909	3	2		9.52	Small Loss
	1910		1	26.00		Profit
Real Est. Natl.	1910	2	2		15.49	Loss
	1911		1			Small Loss
Red Book	1908	5	108	65.00	52.67	Small Loss
	1909	10	92	266.00	147.41	Decided Loss
	1910	7	154	246.50	51.06	Profit
	1911	2	40	82.50	14.04	Small Profit
Retailer's Jnl.	1909	1	2			Small Loss
	1910				14.25	Loss
Rev. of Revs.	1908	10	227	217.50	103.75	Profit
	1909	14	262	475.00	137.25	Profit
	1910	4	86	102.00	22.66	Small Loss
	1911	2	34	203.00	11.16	Good Profit
Scribner's Sample Case	1909	2	20		19.94	Loss
School Journal	1909	1	9		1.56	Small Loss
School Journal	1909	1	2		1.71	Small Loss
Scientif. Amer.	1908	1	14		2.37	Small Loss
	1909	3	29	67.50	15.77	Small Profit
	1910	2	12		8.47	Loss
Seattle Times	1909	1	4			Loss
	1910	4	3	26.00	4.44	Profit
Shop Notes Quarterly	1911	1	6		8.89	Loss

Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Short Stories	1909	3	7	\$ 27.00	\$ 2.49	Small Profit
	1910	2	11		8.87	Loss
Show Card	1909	2	9		5.00	Loss
	1910	1	3		2.55	Loss
Sovereign Vis.	1910	1	100		47.79	Decided Loss
Spare Moments	1908	10	254	276.50	38.67	Good Profit
	1909	14	129	299.00	122.19	Profit
	1910	5	27	103.77	23.55	Profit
	1911	2	22	85.50	2.84	Profit
Spokane						
Spoke-Rev.	1910	3	2		1.07	Loss
Stellar Ray	1909	1	10		8.58	Loss
Stenographer	1909	2	10		1.77	Loss
Strand	1908	1	7	20.00	5.00	Small Profit
	1909	3	32	70.75	24.20	Small Profit
	1910	1	2		4.40	Loss
	1911	1	2		2.72	Loss
Success	1908	11	1264	2055.45	952.54	Good Profit
	1909	14	1366	2652.30	1074.85	Good Profit
	1910	8	689	1737.75	770.62	Good Profit
	1911	2	206	993.13	207.52	Good Profit
Sunday Papers	1908		350	321.50	104.00	Profit
	1909		350	324.00	230.00	Profit
	1910		97	352.00	78.97	Good Profit
	1911	2	57	149.35	18.53	Profit
S. S. Journal	1909	1	18		6.58	Loss
S. S. Times	1908	3	45	85.00	28.89	Small Profit
	1909	5	122	214.00	75.25	Small Profit
	1910	4	96	146.35	63.17	Small Loss
	1911	4	64	227.25	94.33	Profit
Sunset	1908	2	36		7.92	Loss
	1909	5	35	75.00	23.42	Small Profit
	1910	4	22	52.00	32.03	Small Loss
	1911		2			Small Loss
Swastika	1909	1	6		3.23	Loss
	1911		1			Loss
Switchman's						
Journal	1909	3	2		17.16	Loss
System	1908	33	1269	3329.10	1217.90	Good Profit
	1909	39	3067	6902.64	1674.22	Good Profit
	1910	48	3082	8159.36	2534.76	Good Profit
	1911	23	2111	7141.40	2250.24	Good Profit
Taylor-Trotwood	1909	4	19	25.00	18.79	Small Loss
	1910	4	14		6.84	Small Loss
	1911		2			Small Loss
Technical Wrld.	1908	6	99	86.20	31.94	Small Profit
	1909	6	100	151.13	40.26	Small Profit
	1910	6	48	133.00	27.46	Profit
	1911	8	69	175.00	37.44	Good Profit
Ten Story Book	1909	2	7		3.72	Loss

# A Four Years' Record

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Name	Yr.	Ins.	Inq.	Returns	Ad. Cost	Profit—Loss
Traveling Man	1909	2	4		\$ 8.48	Loss
Type & Phono.	1909	2	8	\$26.00	15.00	Small Profit
Uncle Remus'	1908	1	8		2.50	Loss
Mag.	1909	1	12	1.00	4.45	Loss
Utica Globe	1908	1	9		7.33	Loss
	1910			10.00		Profit
Van Norden's	1908	7	7		1.87	Loss
	1909	5	28	25.10	7.10	Loss
Wide World	1909	1	6		2.31	Loss
Woman's Mag.	1909	5	94	86.49	67.32	Loss
	1910		2	26.00		Profit
World To-Day	1908	1	12		3.28	Loss
	1909	1	8		4.65	Loss
	1910	7	8		3.11	Loss
	1911			15.00		Profit
World's Events	1908	1	14	25.00	12.62	Small Profit
	1909	2	29	52.00	26.06	Small Loss
	1910		3	20.00		Profit
	1911		1			Small Loss

A table of average costs per inquiry covering all advertising done in the publications given above shows a constantly increasing expense. The table is as follows:

1907	Average cost per inquiry....	\$0.23
1908	“ “ “ “ .....	.606
1909	“ “ “ “ .....	.586
1910	“ “ “ “ .....	.702
*1911	“ “ “ “ .....	.807

\*Through Oct. 31st.

The fluctuating returns from month to month, relative to loss and gain, have also been recorded by The American Collection Service. A table of these results will disclose what appears to be a very peculiar situation, as in no two of the four years are found any months that coincide as to largest loss or largest gain. The real explanation of the great differences in returns, as shown by months, is that in no two years have good letters been sent out to our entire list of names at exactly the same time. The largest gains usually fall in the months when the largest number of good letters have been sent to a large list. The returns, in other words, reflect profit or loss in direct ratio to the intelligence and effort exhibited at specific times. The table proves rather conclusively that there

# \$15000<sup>00</sup> A Year

## SUCCESS

### For a \$15 a week clerk



Over the heads of the "passers-by" is the sign-post that points to Success for the man who *looks*. I have an offer to make to *you*—the alert, wide awake man who has no capital but his ambition and energy.

Are *you* worth \$15,000 a year to the business world? You may *know* that you are—and yet not see the way to *prove* it and to *realize* on your abilities.

A few years ago I stood right where you are standing now—equipped for bigger, more remunerative work than I had ever been able to get a chance to do.

So I *made* my own opportunity—and my income quickly grew from \$15.00 a week to \$15,000 a year. I started with a chair and a kitchen table in a corner of my own home. Now I occupy a large suite of offices in the center of Detroit's business section, with a board of executive heads of departments, and a busy force of assistants. I have not put a dollar into this business except as I have used a part of my surplus earnings to enlarge my equipment and extend my operations.

You are just as capable a man as I am. With the benefit of my experience to guide you, *your* rise to a position of big income is made easy. I have met the obstacles and have cleared them out of the path to Business Success that lies before *you*.

The stability of the commercial and industrial world depends upon the stability of *Credits*. The man who can be a factor in the maintaining of credit relationships between sellers and buyers, is like the

Keystone in an arch of masonry—the *whole structure depends upon him*.

And any man upon whom the business world *depends*, is able to *name his own compensation*.

Independence is the first thing to be gained when working to establish yourself where *you* will command your own destiny.



Right at the start—I offer you *independence*—independence from the irksomeness of uncongenial tasks—from the grind of being held to a desk by the clock, instead of being *attracted* to the desk by *interest* in your work—from the uncertainty of steady employment—from the direction of your efforts by another, instead of by yourself—independence from DEPENDENCE on *some one else* for the right to make a living.

I offer you the opportunity to *secure* this independence and all the benefits you will gain through *independence*—the freedom to let your best abilities work for *you* and for *your own good fortune*.

Beginning just as I began, *without capital*, you can build up a prosperous business under your own management and ownership in the commercial agency field. The merchants and manufacturers of your community will come to look on you as one of the most important factors in the local business situation, and you can gradually extend your operations over as wide a territory as seems advisable. You will be the *modern* Commercial Agency manager—saving money for your clients, helping people to meet their obligations by your advice and encouragement, and increasing your income to an amount that may now look forever out of your reach. You can do all this through the *mails*—using the methods that I have proved successful, and that I will make clear and easy for you to follow.

Will you let me tell you just what I can *do for you*? How you can make arrangements with me to become a master of the Commercial Agency business? Let me show what others have done with my help. I will show *you* how *you* can take advantage of the biggest opportunity that faces you today—and how to turn it into *big money* for yourself.

Your request will bring you full information at once. Write me—or clip this coupon and mail it to me immediately—for a quick start to your own big success in business.

**W. A. SHRYER, President,**  
**American Collection Service, 456 State St., Detroit, Mich.**

You may tell me the full details about the opportunity for me in the commercial agency business—how you have succeeded—how you have helped others to succeed—and how you can help me. I shall be interested in seeing photographs, sent free, showing how this business is conducted in many of the offices you have helped men establish.

Name..... Street.....  
 City..... State.....

Recent Page Copy. Three Times in System Show Slight Net Loss.



is not much to be expected in this particular proposition regarding the matter of seasons. As a whole, however, it may be said that the three *largest* months of practically every year are January, February and March. In the table that follows, results by months are shown, and the largest gain in each year also noted:

## THE AMERICAN COLLECTION SERVICE

	1908	1909	1910	1911
Jan.	Gain	Gain	Gain	Gain
Feb.	Loss	Gain	Gain	Gain, largest
Mar.	Loss, largest	Gain, largest	Loss	Gain
Apr.	Loss	Gain	Loss	Loss
May	Gain	Loss	Gain	Gain
June	Gain	Gain	Loss	Loss
July	Loss	Gain	Loss	Gain
Aug.	Loss	Loss	Gain	Loss, largest
Sept.	Gain	Gain	Loss	Gain
Oct.	Gain	Gain	Gain, largest	Loss
Nov.	Gain	Loss	Loss, largest	Loss
Dec.	Gain, largest	Loss, largest	Gain	Gain

A criticism of my record-keeping system has been made by several, that may suggest itself to the reader from the above table. This is my failure to key each piece of copy by months instead of by size. A number of advertisers key the same piece of copy differently every month it is run, in order to ascertain the best months of the year for every publication. This system is a good one, but there are several reasons why I do not use it.

In the first place I desire a system that reduces the amount of work to the lowest point consistent with accurate, dependable results. In the second place I desire to eliminate as many record books for keying as possible. To key each piece of copy with a separate key each month would mean more record books and more work. The result would be interesting, and for any number of propositions well worth the work and trouble. This applies to so-called "seasonal" products.

Records keyed as to months would not be any reliable source of information to us relative to the favorable nature of certain months. This would not be the case if we had a set follow-up of a certain number of letters. Our returns

are not noticeably better or worse during certain seasons. The returns are better and larger according to the strength of the special letters we are constantly testing. Whenever an exceptionally good letter is proved by a test, it is sent to our entire list. Such a letter is as likely to be constructed in July as in January. A good letter will pull about as well one month as another. It is all a question of writing the *good* letter. If we were sending a good letter to a large list in a "poor" month, the sales would swell the returns of that month in an unnatural manner, and give a distorted indication of the value of that month. By our system the returns during such a month are distributed to the various publications, through the keys that have been pulling for possibly two years, and thus warrant reordering publications whose inquiries are valuable any time.

## Relative Values of Small and Large Copy

An analysis of advertising results covering a period of four years would be incomplete without comparative records of various sizes of copy. The American Collection Service follows a system of keying all copy of the same size in exactly the same manner, whenever it shows in the same publication. This system makes an analysis of the pulling power of different sizes a comparatively easy matter, and the results of this comparison will doubtless prove of interest to every advertiser.

In presenting these records they will be given in the order of their size, starting with the classified showings, which, for the most part, took five lines. In some instances our classified took four lines, and in some narrow width publications ran to seven and even eight lines. As the reading matter was practically the same in each instance no attempt was made to differentiate the returns.

The results of each size of copy will be shown in tabulated form, and illustrated by a piece of representative copy in each case.

### RESULTS OF CLASSIFIED ADVERTISING

No. of Publications	No. Inser.	In- quiries	Adv. Cost	Cash Returns
66	721	13,374	\$4,441.59	\$20,222.27

The average cost of inquiries for classified was 30 cents, plus.

Typical classified copy:

BUILD A \$5,000 BUSINESS in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write today for Free Pointers and new plans. American Collection Service.....State St., Detroit, Mich.

### RESULTS OF SEVEN LINE DISPLAY

No. of Publications	No. Inser.	In- quiries	Adv. Cost	Cash Returns
50	84	911	\$484.80	\$921.15

The average cost for inquiries was 53 cents, plus. This copy produced inquiries considerably below average cost, but the campaign was a decidedly costly one, owing to the small percentage of enrolments. In fifty publications only thirteen rendered any profit, of which only six amounted to over \$10.00. The copy was as follows:



### Build a \$5000 Business

of your own and escape salaried drudgery for life. 38 cents a day will do it. I will send you "Free Pointers" for a postal. W. A. Shryer, Pres. American Collect'n Service, 99 State St., Detroit, Mich.

#### RESULTS OF 16-LINE DISPLAY

No. of Publications	No. Inser.	Inquiries	Adv. Cost	Cash Returns
55	126	3643	\$2,549.33	\$5,476.78

The average cost for inquiries was .699 cents, plus.

Of the 55 publications used 22 showed a net profit. The returns as a whole from this copy also show a net profit, but very few of the publications used returned a profit in any reasonable length of time. The copy was used several years ago, and our follow-up has been going to over 3,500 of these names for over two years. This continuous follow-up has turned a number of showings to a profit, from a loss that stood against them for months and months. The copy was retired some time since, as it was found impossible to use it at a profit through any consistent repetition. Two pieces of the 16 line copy are shown herewith, the first shown being the older copy.

In the two pieces of copy to follow, half-tones of myself appear, and they will continue to intrude themselves in other samples of copy. Their frequency suggests an apology, which I trust will absolve me from an indictment of egotism. Each piece of copy shown is one reflecting a definite condition, and actual figures must be my excuse for reproducing them in connection with each.

I would have omitted the cuts gladly, but an attempt to do so resulted in an effect that destroyed the balance of each sample.



Build Up a

## \$5,000 Business



in two years by starting a Collection Agency. We teach you all the secrets of the business and how to start at home. Your spare time will begin earning handsome income at once.

"Made \$60 first 30 hours, spare time," writes R. M. Beard, Seattle.

**Big, new field, no capital**

needed. We send graduates business. Write today for FREE POINTERS and money-making plan.

**American Collection Service**

106 State Street

DETROIT, MICH.



## YOU have a Right to INDEPENDENCE

If you have an honest desire to escape salaried drudgery. I can instruct you how to gain financial independence—how to secure a business of your own. Over 800 others have succeeded and are ready to help—for you will help them

**Let Me Send You, NOW,**

the story of this new business, with convincing FACTS and FIGURES. Write today for Pointers on the Collection Business.

**American Collection Service,**

60 State Street  
DETROIT, MICH.

### RESULTS OF 20 LINE DISPLAY

No. of Publications	No. Inser.	Inquiries	Adv. Cost	Cash Returns
12	12	127	\$185.48	\$114.00

The average cost of inquiries was \$1.47 plus, and the copy practically a dead loss, as only one publication of the twelve yielded any profit, the net amount of which was only \$3.65. The copy had nothing to commend it and was as follows:

### SPLENDID PAY—EVENING WORK

10 to 50 per cent. commission paid on bills collected in your community. A professionally trained collector—not the common "hammer and tongs" sort—but the man trained to say and do the right thing and make a friend of every man he collects from, can make as much in an hour's evening work as he makes all day. Starting without any capital, with but a little study and practice, you can stop working for an employer in a short time and build for yourself with your own hours a steadily increasing, paying business.

In 1910 over five hundred men trained by us left unprofitable positions and are now successfully conducting their own Collection Businesses. How these men were trained to be professionals, and how they started in a business where the demand is great and constant in every community, and the profits 10 to 50 per cent., is told in detail in our booklet, "Pointers," sent FREE on request. It discloses a field for money-making that will be a revelation to you.

**THE AMERICAN COLLECTION SERVICE**


323 State Street

DETROIT, MICH.

### RESULTS OF 36 LINE "BLIND" COPY

No. of Publications	No. Inser.	Inquiries	Adv. Cost	Cash Returns
15	18	1078	\$486.78	\$827.72

The average cost of inquiries on this "Blind" copy was 45 cents, plus. The cost was exceptionally low, and the large number of inquiries resulting from the first tests occasioned the trial of the copy in a number of mediums, before returns had been given any chance to show. The low cost and the large number of inquiries were decidedly misleading, and occasioned a decided loss, as only two publications out of 15 showed any profit, and the combined profit of the two amounted to but \$33.00. This copy proved conclusively for me that blind copy, or curiosity copy, was decidedly bad. Inquiries from our best pullers, resulting from this class of copy, proved very costly in follow-up, as very few enrolled. The experiment is valuable from this standpoint, as it is a common superstition that one inquiry is as good as another, as long as it is received from a good medium. A piece of this blind copy, reduced, follows:



**Big money and independence with nothing to sell**

Every ambitious man cannot become a salesman, yet without capital to invest, no other road to financial success seems open. Selling goods may or may not pay you, but why risk the uncertainty?

**I Have a New Business for You**

If you would establish yourself in a highly profitable, dignified and growing business, without risking either capital or your present employment, ask for my new plan. I will tell you how to start earning in your spare time; I will send you my new "Testimony Book" with a wealth of evidence from those I have helped to build their own businesses. *Write me today*

**W. A. SHRYER, President, 49 State Street, Detroit, Mich.**

#### RESULTS OF 56 LINE COPY

No. of Publications	No. Inser.	In- quiries	Adv. Cost	Cash Returns
42	99	2766	\$2,109.92	\$3,730.65

The average cost of our quarter page, magazine size copy, was 76 cents plus. The average enrolment from this copy has yielded a very fair profit, in spite of a number of experimental showings that proved unsuccessful. There have been several heavy losses from it from showings in several standard magazines, the orders for which were placed contrary to our present policy, which is to order nothing in any publication as long as losses obtain in connection with previous showings. The copy has been practically the same for three years, and is the most consistent puller we have been able to develop. The copy, reduced, is the following:

## You Have a RIGHT to Independence !



You have a right to independence, but you must have an *honest* purpose to *earn* it. Many have purpose, ambition and energy, but thorough direction and intelligent help must be supplied. My instruction supplies the first, and our Co-operative Bureau fulfills the second. Large numbers have availed themselves of both, succeeding to a remarkable degree. Investigate without prejudice, this opportunity to

### LEARN THE COLLECTION BUSINESS

and escape salaried drudgery for life. If you have an idea that the collection business, as I teach it is not as safe, sure and dignified as a bank, or any other profitable business, you are mistaken, and I will prove it, if you earnestly desire to get ahead. No essential branch of business is so limitless, nor less crowded. No business may be built so large without investment of capital. I will gladly send you, for the asking,

#### "POINTERS ON THE COLLECTION BUSINESS"

It may mean comfort for life, if not a great deal more. Write for it now.

W. A. SHRYER, Pres. AMERICAN COLLECTION SERVICE. Stele St., Detroit, Mich.

### HALF PAGE, MAGAZINE SIZE, COPY

No. of Publications	No. Inser.	In-quiries	Adv. Cost	Cash Returns
21	60	2458	\$2,246.17	\$6,095.75

The average cost of inquiries was 92 cents, plus. The records from which these results were taken, comprised for the most part returns from "trade deals," which were not very profitable. The half-page showings as a whole were made extremely profitable by the influence of the showings in *Business Philosopher*, *Modern Methods* and *System*, particularly the latter. The same showings in the other mediums were not profitable, but these were largely mediums which we would never have picked for space of this size were cash being paid for the advertising. In this connection we have tabulated the returns from half-page showings in the large page magazines, such as *LaFollette's* and *Opportunity*. These records show an added cost per inquiry (\$1.44 plus, each) but a greater profit on the whole, for the lot, although they, also, were largely trade deals. In the regular standard size magazines we used slight variations of four pieces of half-page copy, the most profitable of which is reproduced on page 176.

The average cost of inquiries was \$1.11 plus.

### FULL PAGE, MAGAZINE SIZE, COPY

No. of Publications	No. Inser.	In-quiries	Adv. Cost	Cash Returns
18	69	4296	\$4,774.45	\$10,772.11

The record on the page showings reflects the same condition noted above in connection with half-page showings, relative to the "trade deal." Also, the same three maga-

# Build a \$5,000 Business

## of your own and be Independent

### A Specialist is Always Well Paid

**CAN YOU DO WHAT 1000 OTHERS HAVE DONE?** Over 1000 men in every walk of life have completed our instructions at home, many of them in spare time. These have established their own in a permanent, growing and highly profitable business. Can YOU do what the 1000 have done?

**CAN YOU SUCCEED WITH OVER 1000 HELPERS?** Not only are WE back of you, but you will have also the co-operation of the entire system—more 1000 trained and practiced assistants to cover the entire country. Over 1000 sources from which to draw new business in your territory. This CO-OPERATIVE BUREAU is a very fitting name for this organization. You become a member without charge when you finish the course.

**THIS COUPON** will bring you the principals of the entire course—will bring you a wealth of evidence, facts and figures—will bring you our ASSOCIATE GUARANTEE, which is on file with the publishers of *SPYGLASS*. Fill out and send it, TODAY, what it's here for, but be sure and mail it promptly—today is a good time.

**AMERICAN COLLECTION SERVICE**  
39 State St., Detroit, Mich.

**How Our Specialists Make Good**  
C. W. Hattel, 24 N. Main St., Bethlehem, Pa., writes Nov. 21: "In first three months, working evenings and spare time, my commissions amounted to \$100." Albert Burgen, corner 34th and Walnut Sts., Philadelphia, says Nov. 22: "My examination on one claim was \$30." Frank R. Northrup, 126 1/2 St., Des Moines, Ia., writes Nov. 22: "In less than 60 days, in spare time, my commissions were \$65."

**Coupon, cut or tear off and mail today**  
W. A. Spryer, Pres. American Collection Service, 39 State St., Detroit, Mich. Please mail without cost or charge, in no way, the full complete of your course as so "Painters" in the Collection Business.

Name \_\_\_\_\_  
Address \_\_\_\_\_



**W. A. SPRYER,**  
President

### Best Half Page Copy

zines in the list served to make the entire number of showings profitable. In connection therewith it may be noted that 60 half-page showings costing \$2,264.17 show over \$400 more profit than 69 full-page showings costing \$4,774.45.

In connection with the full-page records just given a record on eight showings of full pages in the large sized publications was kept. All showed loss except two showings in a semi-obscure magazine now dead, the *Model* magazine, which at one time bid fair to rival our best payers. The same result relative to the small pocket edition size of magazine showings was discovered by us. Out of twenty-four full pages in the small magazines all were failures in six publications, except one, *Beach's Magazine*, which showed a profit on ten insertions.

Several pieces of our best pulling full-page copy are reproduced on nearby pages.

The tabulated results given do not cover every size we have tried. To give such a record would mean a book in itself, as I have tried a large number of odd sizes, as well as been forced to adjust our copy to peculiar shapes,



## Can You do what 800 Others Have Done?

Can you succeed where 800 men from every walk in life—from every state in the Union, are making big money in a new business?

These are only five AVERAGE CASES—not the most remarkable examples by any means—taken from our new TESTIMONY BOOK. This book contains letters from over a hundred, and there are seven times that many more men who have gained independence for themselves through our course of instructions.

### The Collection Business

is a money maker for any ambitious man. You do business with the largest and most successful business houses—they are glad to get the kind of service we fit you to give, and all have plenty of business for the man who can deliver the goods.

We teach you the secrets of getting the money. We do more—we offer you the aid of our 800 established, trained graduates who form the Co-Operative Bureau for exchange of business. They will help you—you will help them.

### Will You Investigate?

Will you let us lay before you the full, comprehensive and convincing evidence—the facts and figures showing what hundreds have done—are doing—what YOU too can do? Will you use this coupon—today—NOW? The results of your investigation will please—will astonish—will certainly Convince you.



**W. A. Shryer, Pres.,**  
**AMERICAN COLLECTION SERVICE,**  
263 State Street, Detroit, Mich.

### "Showed" the very first one.

"I showed my first client that I could collect bills which he had charged to profit and loss. Now I have nine big clients—largest single collection \$110.00.

**FRED A. PREHN,**  
Elgin, Ill.



### Growing rapidly—entirely indebted to the course.

"In my first 56 working days I secured 77 clients. My business is growing rapidly; have collected \$50.37—commission \$4.11. For this I am entirely indebted to your course."

**A. E. ARBY,**  
Cheyenne, Wyo.



### Made \$35 the first day.

"My first day's business paid me \$35. Your system works like a charm. I think I have made a pretty good showing considering the time—here the past six months."

**A. J. BOURASSA,**  
Fall River, Mass.



### Closed 136 accounts and well satisfied.

"Have traced and closed 136 accounts—many of long standing, and had been in other hands without results. I feel well satisfied."

**JAMES A. PHELPS,**  
Brooklyn, N. Y.



### Making good down South.

"Starting with no practical experience or knowledge, in about six weeks increase of business has forced immediate expansion of my facilities. Have made as high as \$25.00 a day."

**O. F. HOSEA,**  
Lexington, Miss.



### INVESTIGATION COUPON

(Cut or tear off and mail)

**W. A. SHRYER, Pres.,**  
**American Collection Service,**  
263 State St., Detroit, Mich.

I want to investigate your proposition. Please send me your POINTERS ON THE COLLECTION BUSINESS and your new TESTIMONY BOOK without charge or obligation to me.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Best page copy. Four times in *System* yielded net profit of \$1258.70. 883 inquiries for \$427.50.

# There is No Royal Road to Wealth—But—Some Roads are Easier Than Others



I have helped thousands of men to *succeed*—and my definition of acquiring success is: "To make more money, in a more congenial occupation." If you will read this page, you will learn *how* to find



## The way from wage-earning to business management

and how you can make that way upward in the business world *your own*.

I have succeeded—others have succeeded with me—this is Success's invitation to you.

## Disappointed ambition is the curse—fulfilled ambition the glory—of any man's life

The average man who *succeeds* in this world is the man who realizes he was not born to set the world on fire—but aims at a goal within his reach and keeps on with courage, persistence, and intelligently directed *purpose* until he gathers the sweet fruits of his labors.

Henry Clay, Daniel Webster and James G. Blaine died from disappointment of their thwarted ambitions to attain the Presidency. They aimed probably not too high, but with all their statesmanship they lacked the knowledge of *how* to achieve their purpose.

And how many men have died from disappointed *commercial* ambition simply because they did not *know how* to succeed is beyond the count of any earthly record.

But the number of successful, life-enjoying business men is growing every day. In the past, men have pursued and acquired *academic* knowledge—this is the day when men seek and acquire *business* knowledge through avenues such as I offer you. Will you profit by my experience?



**I, W. A. Shryer, was a grown man earning \$15 a week when I learned an easier way to make \$15,000 a year**

I found that many honest people neglect to pay their bills—but that they *will* pay them if their obligations are presented in a dignified, business-like, human-nature way.

## That way is so easy that I can make it clear and easy for you—for any man with ambition

Merchants have their hands so full with the problems of buying and selling merchandise that they have no time to look after delinquent accounts.

### This Coupon the First Step—Take It Now

W. A. SHRYER, President,

American Collection Service, 424 State St., Detroit, Mich.

Please send me full information, illustrated with photos, about how you and other men have succeeded in the Commercial Agency Business, starting without capital.

Name.....

Address.....

.....

.....

.....

The men who, for various reasons, do not pay their bills, are just like any other class of men—a class of *many types*. And the knowledge of *how* to approach and handle each of these types is the specialized training that makes a successful, commercial agency manager.

You do not need *capital* to establish yourself in this business. You can begin in your spare time, just as I began. The field is so full of business waiting to be handled that your earnings will supply you with all the capital you need for expansion. Every ambitious man who wants to establish himself in his own successful business should write to me at once. Mail the coupon.

W. A. SHRYER, President

American Collection Service, 424 State St., Detroit, Mich.

Most consistent page copy. Eight times in *System* gave 1410 inquiries with a net cash profit of \$1048.28

## Relative Values of Small and Large Copy 179

due to unusual page sizes in a large number of semi-obscure publications. These have for the most part been tests of little value to the general advertiser and are not reproduced. If space permits, illustrations of several odd sizes, with a short record of each will be reproduced in different parts of the present volume.

The general deductions I have been able to secure from my own records, as a whole, show that the lowly classified advertisement is the most consistent puller I can find. In many cases a five line advertisement, classified, has brought more inquiries and yielded more money than 56 lines display in the same publication. During the first year's experience our classified carried the business, and made success possible, where failure would certainly have resulted had we confined our showings to display. The losses due to inexperience and superstitious advice were all in connection with the use of display. Classified has not only paid better, dollar for dollar, than any other form of advertising, but has actually pulled a great deal more in some publications than any size of display used in them.

Other than classified the 56 line size has been almost the only one safe to use with any freedom.

The difference in cost and relative returns of pages and half pages is noted in dollars and cents above. I think it will be found (where accurate checking is possible) that larger space is rarely more valuable than 56 lines or half a page, granted of course, that either of the latter has proved itself profitable copy.

As there are relatively few acceptable sizes of copy for any business, every advertiser should be as reasonably sure as possible that his "favorite" copy is his best pulling copy. The conclusions of many advertisers in this regard are hard to reconcile with any principle of rhyme or reason. If, however, actual records prove certain sizes the best, the logical action is obvious. The most crying need, apparently, is a dependable record keeping system. If this book encourages any advertiser to install a system that he knows is practical and dependable the time will have been well spent. It is certain that there can be no science of advertising until dependable records are gathered from many sources.

# An Unplowed Field

## The Surface has Hardly been Scratched



W. A. Shryer, President

Tremendous sums are lost to merchants and manufacturers every year through bad accounts.

Anyone who can redeem these accounts from the loss side of the ledger will have more business than he can handle. We will teach **you** how to do it.

We teach the business of collecting bad accounts, giving you the same system that we employ in our own successful collection business.

It is a lucrative business—easy to learn—with little competition, and—**Requires No Capital, but integrity.**

Every dollar collected for your customers adds to your bank account and your business standing.

Why fritter away the best years of your life in uncongenial service of others? Why not build up a profitable business of your own where you are master of your own time and reap the reward of your own exertions?

Our first lessons will enable you to start a collection business, the full course gives you complete mastery of it. We help you at the very outset by referring customers to you.

Now is the time to declare your independence. Every day spent in your present drudgery makes it harder for you to get out of the rut. Do not delay. Write today for "**Pointers on the Collection Business,**" **FREE.**

### AMERICAN COLLECTION SERVICE

373 State Street,

DETROIT, MICH.



## Record of a Most Profitable Medium

The records of The American Collection Service, as reflected by the returns from its best paying medium, will doubtless prove interesting to a number of readers. This publication is *System*, published by Mr. A. W. Shaw. *System* was the first magazine used by me, and has, from the first, yielded steady, consistent returns little short of marvelous.

A number of magazine representatives appear to find no explanation for my apparent prodigal use of space in *System*, with a circulation of possibly 115,000, when no word picture they can draw is sufficiently alluring to secure an order for 56 lines to be placed before their "millions of readers." The answer, however, is perfectly plain. *System* pays me.

The advertising manager of a publication whose pages *should* be profitable complained of my disinclination to use as large space with him as I did with *System*. To my answer that his publication failed to pay he appeared much injured, claiming that if I would use large space long enough with him it was bound to pay out. I called to his attention that *System* was never developed by me in that fashion, and that on any such theory no one could benefit except the publishers. Orders for *System* are placed by us on the same basis that other showings are ordered. As one pays out another space is ordered. The remarkable fact regarding *System*, in connection with our advertising, is that almost any space will pay out. It sometimes takes a long while for some experiments to prove profitable, but nearly all have. With the possible exception of two or three pieces of copy every showing ever placed in *System* has yielded a profit.

I have been able to find no other publication in the country that would yield profitable returns, month in and month out. In spite of the almost wanton space used in this magazine it has done even better than hold its own at certain intervals. In 1910 the average cost per inquiry was 66 cents plus. This was two and one-half cents lower than the year before. The fluctuations of inquiry cost in *System*

# Build a \$5,000 Business of Your Own

**There is big money** in the Collection Agency Business, for those who "know how." Thousands of dollars are paid every month to men who can get results, for the vital need of every business is ready money. Collections *must* be made.

**The field is unlimited.** Every merchant, manufacturer and business man has plenty of accounts—both easy and hard—and *gladly* shares proceeds of collection. "Slow pay" and "bad debts" have wrecked many a prosperous concern.

**The profits are large** for you invest *no capital*, run on almost *no expense* and your commissions are practically all gain.

**Any ambitious man** can start in this profitable business at home, working evenings and spare time at first. Later, many entirely quit working for others, and become independent, building their business steadily because of the results.

Others qualify for *better positions* in the Credit Department of large mercantile houses, for which the training and experience fits them. Good Credit Men earn \$2,000 to \$5,000 a year salary.

## WHAT OUR COURSE WILL DO FOR YOU

A very brief outline of the most important features.

Lesson I—General outline of the Collection Agency Business.

Lesson II—How to get business.

Lesson III—How to hold business.

Lesson IV—Keeping collection records.

Lesson V—How to get the money—city collections by mail.

Lesson VI—City collections by personal work.

Lesson VII—How to get the money—out of town collections by mail.

Lesson VIII—Tracing moved debtors.

Lesson IX—Using our Merchants' preferred Justice list.

Lesson X—Developing and expanding business.

Appendix—Complete set of model letters, follow-up system, etc., 65 carefully prepared forms for every possible case.

## WHAT STUDENTS AND GRADUATES SAY about my course and what it has done for them.

A few extracts from letters of men we have made successful. Full addresses of these and many others mailed when you write.

"I have just collected the first claim. It was \$50 and three years old. My client immediately gave me all his accounts," writes H. A. Clark, Louisiana.

"Lesson IV alone is worth the price of the whole course!"—C. R. Bryan, Louisiana.

"Am getting along well, have collected a lot and they are still coming!" says O. N. Neuman, Florida.

"Your course is of great service to me as Credit Man for present firm," G. P. Buschback, Wisconsin.

"Starting Feb. 1st, I have collected \$150.50 in spare time in two months, at 25% commission," E. L. Perling, Kansas.

"Four clients in four days on first interview; their bills aggregated \$602," F. C. Hodge, Pennsylvania.

"I am very much interested in your course," A. L. Campbell, Ontario.

"Your systematic course of training meets the requirements of the commercial world," J. W. Moore Mo.

"Averaging \$1000 a week in bills to collect, and half what I get in the mine," writes Geo. W. Furell, Cal.

"Even close to \$500 for one firm," says F. E. Pinkerton, Ills.

"Notwithstanding extensive experience, your lessons were a revelation to me," A. L. Carson, Ills.

"Starting with so practical experience I have built a collection business second to none in the S. W.," C. F. Curlee, Oklahoma.

"Received list of claims from you, and will now give my entire time to my collection business," Thorwald Holmes, Colorado.

## SPECIAL TRAINING FOR CREDIT MEN

Synopsis of our Post-Graduate Course, FREE to graduates, planned to fit students for better positions in Credit Departments and Mercantile Agencies.

Part I—General explanation of the subject.

Part II—"Modern Collection Methods"—Membership Fee Grant—"Valuable pointers."

Part III—"How to Handle Credits."

Part IV—"Collecting Agency Book-keeping."

Part V—"How to become a Credit Man."

Part VI—"How to establish your own Collection Agency, saving fees and commissions."

Part VII—"How to build up a Mercantile Reporting System."

Part VIII—"Post Graduate Training in Collections and hints for advanced students."



## I Built Up a \$5,000 Business

in two years—made \$5,000 gross profit. I still conduct that business and do far more today. That is the reason my instruction is complete, thorough and practical—it is the result of that experience. I teach you all the secrets of the Collection Agency Business, give you complete plans, all forms and systems and show how to succeed.

## And More than That

we take care of our graduates who open agencies. Our own agency handles claims all over the United States. We need local representatives everywhere. In short, no such opportunity was offered ambitious men as this

**Write today** for FULL synopsis of my course, money-making plan and free pointers.

**W. A. Shryer, President,  
AMERICAN COLLECTION SERVICE  
36 State Street, Detroit, Mich.**

First page display used. One time in *System* yielded net profit of \$216.69.

have been due to a number of causes, varying most in direct proportion to the total yearly expenditures. The differences at the end of our fiscal year, which is December 31st, are not entirely accurate indications, but everything considered, the slight increase in the average cost is remarkable, and the nearest approach to holding even that any advertiser may hope for, unless he is a devotee of cumulative value, when he is likely to hope for anything.

Our first advertisement in *System* was one-half inch classified, which produced inquiries at an average cost of 7 cents each. This showing appeared in August, 1907, and the average at the end of December 31st increased to 13 cents. This average very rapidly increased during 1908 to almost \$1.00, and decreased slightly thereafter for two years until the present year, when it has reached an average cost per inquiry of \$1.147.

Using such a large amount of space in *System* has permitted a degree of familiarity with it that is in itself an explanation for the low average costs of 1909 and 1910. During these two years the rate in *System* increased twice, and each time a material increase in circulation occurred. Through a prudent reservation of space I was enabled to enjoy a rate lower than many advertisers were forced to pay, and such reservations usually protected me for a period of from three to four months. During these periods large space would be used at the old rate, yielding inquiries at the average figure. Such returns are largely responsible for my low average rate per inquiry during the two years mentioned, for were the new rates charged against such inquiries the average cost would show a gradual increase, such as occurs in 1911, where I am forced to pay the regular page rate.

Having used this publication so long and so consistently I have naturally learned a number of interesting facts relative to its pulling powers. Securing the nearest approach to uniform returns from it I became interested in learning the true explanation for such a condition.

The circulation of *System* was originally secured in two ways—through circular letters and through personal solicitations. Both of these methods were directed toward the business man, and a substantial rating was necessary,

so far as he was concerned, before any subscription campaign was launched in his direction. As a result the large bulk of the original subscription list represented substantial business men or fairly prosperous business houses. The original plan of securing subscriptions still obtains, but other avenues have gradually been opened. The men likely to be interested in American Collection Service advertising copy are not the owners of commercial establishments, nor are they successful business men of any prominence at the time they answer our announcements. Our prospects are the men who seek a business opening of their own.

The set of conditions outlined above made a logical explanation as to the large number of inquiries received, a difficult one. In order to secure some light on the subject I picked out the letters of 100 men who had enrolled for our course through *System* advertising. The original letters of inquiry were sent to Mr. Shaw with a request to check with his subscription list in order to learn how many were subscribers. This was done about three years ago, but the tabulated results of this investigation have been lost. It is my recollection, as well as that of Mr. George R. Wilson, the Western Advertising Manager, that out of the 100 names, record of 16 was found. Of these 16 nine were on the letterheads of subscribers, though not sent by subscribers themselves. The other seven were subscribers. Of the remaining 84 no record of any nature was to be found.

A similar plan was tried in October, 1911. The names of 500 men whose inquiries had been received during 45 days preceding were sent to Mr. Shaw for checking in the same manner, but the original letters were not sent. Each of these five hundred had answered advertisements from *System* during the time specified, and the result of the investigation made by *System* is as follows:

Of the 500 names it was found that 121 were subscribers of record. Thirty-seven were not on their list of subscribers. Five came from territory covered by the English edition of *System*, and no record of their being subscribers was found in the Chicago office. All keys being from the American edition it is fair to assume that these five were foreign readers, not subscribers. The addresses on the remaining



two of the 500 were indistinct, making any identification of them with possible subscribers out of the question.

It is a favorite boast of many publications that every subscriber means five readers. It is only the extremely impressionable that give any credence to such claims. The above records actually show that in *System* circulation I am securing inquiries from a little over 75% of readers who are not subscribers. If a few other publications rendered

\$
\$

## Your Head is Your Fortune



A trained mind is better than cash capital. No one knows this better than the man with both. Without the trained mind, he could neither get the cash, nor keep it after getting it.

Every man's mind is capable of paying dividends. Are yours paying *You*, or some one else?

**W. A. Shryer, Prest.**

### *I Can Show You How to Capitalize Your Head*

No business demands a *trained* mind more than the collection business—a business that needs no cash capital to start—but pays big returns to the men I train to manage it.

If you are willing to learn, I will show you how to make your head your capital in this profitable business. Write me for the proof. The postal-card that put some men into communication with me has earned them a million per cent dividends. I will show you what the collection business offers in actual dividends to you.

**W. A. SHRYER, President**  
American Collection Service  
State Street

Detroit, Michigan

\$
\$

Run but once. Brought 35 inquiries from *System* and \$107.50 in cash.

such returns there would be larger profits for everybody. It is very evident that in addition to its regular subscribers a valuable host of readers see *System* every month and answer advertisements that show in it. It is no uncommon experience to receive from three to four requests a month for copies of *System*. I have had more than that number ask to borrow copies. If it happens to me it is easy to understand that others experience it. The results show that outsiders secure it and answer from it. It is this great unknown army of readers that makes *System* such a wonderful publication. Without it such returns as I receive would be impossible, if average returns from proportionate thousands of circulation are any criterion. The significant fact in connection with the record is this: *System is not a news-stand publication*. If it were the above results would be worthy of little notice.

It is my opinion that the men who answer our advertisements in *System* are the clerks of subscribers, but this, of course, is simply a "guess," and as such has little real value.

A table of results, which includes every showing in *System* from August, 1907, to the time of this writing, follows. The results in inquiries and cash are given for each month, as well as the cost for space and the various spaces used each month. I think the table of returns will be perfectly clear without further explanation:

#### RESULTS OF ADVERTISING IN SYSTEM MAGAZINE

Space	1907	Inq.	Cost	Cash
$\frac{1}{2}$ in. class.	Aug.	67	\$4.75	None
1 in. class.	Sept.	83	9.50	\$45.00
56 lines Dis.	Oct.	183	29.69	80.00
No insertions	Nov.	19		17.50
1 in. class.	Dec.	56	9.50	65.00
Space	1908	Inq.	Cost	Cash
$\frac{1}{2}$ in. class.	Jan.	56	\$9.50	\$60.00
$\frac{1}{2}$ in. class.	Feb.	39	9.50	124.00
$\frac{1}{2}$ in. class.	Mar.	70	4.75	155.00
$\frac{1}{2}$ in. class.	Apr.	58	35.63	70.00
$\frac{1}{2}$ in. class.	May	97	122.26	261.50
1 Page				
$\frac{1}{2}$ in. class.	June			
10 inches		144	82.06	215.00
$\frac{1}{4}$ Page	July			

# Record of a Most Profitable Medium 187

Space	1908	Inq.	Cost	Cash
$\frac{1}{2}$ in. class.				
10 in.		144	\$102.18	\$314.00
$\frac{1}{2}$ in. class.	Aug.			
10 inches		158	74.33	256.00
$\frac{3}{8}$ Page	Sept.			
3 Page				
$\frac{1}{2}$ in. class.		134	380.62	431.50
$\frac{1}{2}$ in. class.	Oct.			
$\frac{1}{2}$ in. class.				
1 Page		131	125.62	559.10
$\frac{1}{2}$ Page	Nov.			
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ in. class.				
2 Page		94	237.00	535.50
$\frac{1}{2}$ in. class.	Dec.			
$\frac{1}{2}$ Page				
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ in. class.		137	69.94	563.50
Space	1909	Inq.	Cost	Cash
$\frac{1}{2}$ in. class.	Jan.			
$\frac{1}{2}$ in. class.				
$\frac{1}{4}$ Page				
$\frac{1}{2}$ Page		180	\$87.83	\$323.10
42 lines	Feb.			
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ Page				
$\frac{1}{2}$ in. class.		172	82.24	417.20
$\frac{1}{2}$ in. class.	Mar.			
$\frac{1}{2}$ Page				
$\frac{1}{2}$ in. class.				
1 Page		307	169.82	594.70
$\frac{1}{4}$ Page	April			
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ in. class.				
1 Page		263	143.10	485.47
$\frac{1}{4}$ Page	May			
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ in. class.				
1 Page		233	143.09	453.10
$\frac{1}{2}$ in. class.	June			
$\frac{1}{2}$ in. class.				
1 Page		226	116.37	406.00
$\frac{1}{2}$ in. class.	July			
$\frac{1}{2}$ in. class.				
1 Page				
36 lines		267	133.56	802.23

## Analytical Advertising

Space	1909	Inq.	Cost	Cash
$\frac{1}{2}$ in. class.	Aug.			
$\frac{1}{2}$ Page				
$\frac{1}{2}$ in. class.		169	\$62.94	\$551.12
$\frac{1}{2}$ in. class.	Sept.			
$\frac{1}{2}$ in. class.				
$\frac{1}{4}$ Page				
3 P. reader		360	463.71	611.05
$\frac{1}{2}$ in. class.	Oct.			
$\frac{1}{2}$ Page				
$\frac{1}{2}$ in. class.		303	62.94	805.54
$\frac{1}{2}$ in. class.	Nov.			
$\frac{1}{2}$ Page				
$\frac{1}{2}$ in. class.				
1 Page		205	169.82	447.72
$\frac{1}{2}$ in. class.	Dec.			
$\frac{1}{2}$ in. class.				
3 Page		374	490.44	653.04
Space	1910	Inq.	Cost	Cash
$\frac{1}{2}$ in. class.	Jan.			
$\frac{1}{2}$ in. class.				
1 Page		363	\$140.85	\$1150.97
$\frac{1}{2}$ in. class.	Feb.			
$\frac{1}{2}$ in. class.				
$\frac{1}{2}$ Page		280	72.73	893.00
$\frac{1}{2}$ in. class.	Mar.			
$\frac{1}{2}$ in. class.				
2 Page		113	261.25	451.92
$\frac{1}{2}$ in. class.	April			
$\frac{1}{2}$ in. class.				
1 Page				
20 lines		244	146.34	437.43
$\frac{1}{2}$ in. class.	May			
$\frac{1}{2}$ Page		196	67.61	575.60
$\frac{1}{2}$ in. class.	June			
$\frac{1}{2}$ Page				
$\frac{1}{2}$ Page		172	130.27	562.06
$\frac{1}{2}$ in. class.	July			
$\frac{1}{2}$ Page				
14 lines				
25 lines				
25 lines		163	103.44	446.00
$\frac{1}{2}$ in. class.	Aug.			
$\frac{1}{2}$ Page		173	67.61	595.67
$\frac{1}{2}$ in. class.	Sept.			
$\frac{1}{2}$ Page				
1 Page				
1 Page		360	318.25	406.85
$\frac{1}{2}$ in. class.	Oct.			
1 Page				
$\frac{1}{4}$ Page		291	161.60	799.91



## Record of a Most Profitable Medium 189

Space	1910	Inq.	Cost	Cash
½ in. class.	Nov.			
1 Page				
1 Page		315	\$255.59	\$693.50
½ in. class.	Dec.			
¼ Page				
1 Page		350	286.92	938.50
1 Page				
Space	1911	Inq.	Cost	Cash
½ in. class.	Jan.			
1 Page		322	\$172.04	\$1157.32
½ in. class.	Feb.			
1 Page		221	172.04	1169.50
½ in. class.	Mar.			
½ Page				
1 Page				
½ in. class.		109	264.98	1012.00
½ in. class.	April			
½ Page				
1 Page		197	257.81	602.00
½ in. class.	May			
1 Page				
¼ Page		241	216.03	846.75
½ in. class.	June			
1 Page				
1 Page		245	341.24	507.58
½ in. class.	July			
1 Page		164	174.15	660.60
½ in. class.	Aug.			
1 Page		193	174.15	406.75
½ in. class.	Sept.			
½ Page				
2 full pages				
4 quarter pages		291	591.87	541.65
½ in. class.	Oct.			
½ Page				
1 Page		357	320.71	871.00

Having repeatedly tried all sizes of copy in *System* the results will serve to help some advertiser, possibly, who is perplexed over the matter of sizes in relation to their relative pulling power. The tabulated results of these various showings in *System* make no distinction between different copy, the tables showing results according to size of space only. The best pieces of copy for each size are shown in another chapter, and the best pieces there reproduced are uniformly the ones that proved best in *System*, as well as elsewhere.

## RESULTS OF CLASSIFIED COPY IN SYSTEM

No. Insertions	In- quiries	Adv. Cost	Returns	Average Cost per inq.
59	1360	\$307.19	\$2,911.77	\$.226
Results of Quarter Page Copy in System				
10	680	\$291.63	\$1,406.55	.438
Results of Half Page Copy in System				
19	2,076	\$1,223.33	\$5,473.31	.589
Results of Full Page Copy in System				
22	3,386	\$2,829.08	\$8,859.86	.860
Results of Two Pages Copy in System				
2	137	\$434.94	\$641.25	3.190
Results of Three Pages Readers in System				
3	850	\$1,189.13	\$3,133.77	1.269

The above records cover *System* advertising from August, 1907, to August 31st, 1911. The average cost for all *System* inquiries during this period was 77 cents, plus. The first cost, in August, 1907, was 7 cents, while the average cost for 1911 through August was \$1.04 per inquiry. The average costs mentioned here include, also, a number of "odd" sizes, not tabulated above. The results from most of them are more or less meager, each size usually being used in the nature of an experiment. While most eventually paid out, the results were sufficiently conclusive to brand the spaces unprofitable. Several were 25 lines and several 36 and 42 lines.


Two pieces of twenty-five line copy used in *System* are reproduced on opposite page. The first piece yielded 22 inquiries at an average cost of \$.636 per inquiry, with cash returns of \$70.00. The second produced inquiries at \$1.00 each, with enrolments amounting to \$32.50. Each ran but one time in *System*, and proved unsuccessful in other mediums.




**PRIVATE OFFICE**

***This is  
your office!***

The stepping stone from hopeless drudging for others to an easy, lucrative and independent business of your own is just a mental decision. Decide now to be the employer instead of an employee. Our first lessons enable you to start a Collection Business. No capital required. But little competition. Remarkable opportunities. We refer business to you. Write for "Pointers on the Collection Business." **AMERICAN COLLECTION SERVICE, 348 State St., Detroit, Mich.**



Enjoy life as you live it and insure comfort for your old age. The Collection Business is your chance. We will teach it to you, giving you the secrets we employ in our own successful Collection Business. No capital required. Easy and congenial work. Quick and growing income assured. Our first lessons enable you to start in business. We refer business to you. Write for "Pointers on the Collection Business." **AMERICAN COLLECTION SERVICE, 405 State St., Detroit, Mich.**



The first piece of display copy run by The American Collection Service was fifty-six lines that appeared in the October issue of *System* in 1907. In three months, or up to December 31, 1907, it had pulled 241 inquiries. In the April, 1908, issue of *System* we changed the copy, but continued the same key, which was 15 State Street. From January first to the appearance of the April issue, eight more inquiries came in, swelling the total for the first insertion to 249 inquiries. It is quite possible that a small number of subsequent inquiries under that key resulted from the first and only appearance of this piece of copy, but no attempt can be made to check direct results to this one piece after April. The average cost per inquiry for the

249, resulting from the first display copy, was eleven and nine-tenths cents.

Our first display copy was very crude, and the attention compelling illustration exceedingly archaic. After being used by us possibly three times it was "lifted" bodily by another advertiser, and this mark of his appreciation went far to convince us of the wisdom of a change.

The copy, reduced, appears immediately below:



**BUILD UP A \$5,000 BUSINESS IN TWO YEARS**

We show you how it has been done and teach you how to do it yourself. Our course in "Collections" gives you all the secrets of collecting money—turning bad debts into cash. You can start a collection agency at home and your spare time will begin earning you a handsome income at once. "You earn while you learn."

**BIG NEW FIELD, NO CAPITAL NEEDED.**

to start in this lucrative business. Handle money for others and draw liberal commissions. Every merchant, every manufacturer, every professional man is a prospective client of yours. Every Business Man has plenty of accounts—both easy and hard—and is glad to share proceeds of collections.

**WE SEND GRADUATES BUSINESS.**

Write today for our new plan. Synopsis of Lessons and free pointers on the Collection Business. Don't delay.

**THE AMERICAN COLLECTION SERVICE**  
15 STATE ST., DETROIT, MICH.

Please mention SYSTEM when writing to advertisers

It is a favorite theory of some that the first insertion of an advertisement yields more inquiries than subsequent showings because of the "curiosity seeker." It is also pointed out that competitive firms always answer the first advertisement, thus swelling the total. Both of these theories may be good ones, but if so I would like to have the same class of people answer our advertisement in similar numbers constantly.

By our system of keying it is impossible to tell with certainty just what month our advertisement was seen in a certain publication, since we key it the same every time. In the matter of our first showings in *System*, however, we have a pretty good idea of the cash returns. We have enrolled over seventy-five percent of the men who inquired during the first few months. We know this because we started to keep a record on vertical files, and changed to horizontal files a few months later. The original files are alphabetically arranged with the later ones, and are all the same size records, but filed sidewise, instead of vertically. In running our entire list on special letters we rarely find an "open record" on the old file, proving the high per-



centage of enrolments secured from our first names. At that time, also, we had no competitors whatever, as our advertisement was the first collection school announcement in *System*. This obviated any swelling of returns by "competitors." After we had been running our advertisements a number of months we discovered another similar proposition had run an advertisement in *Collier's*, but of this we were thoroughly ignorant. Competitors' inquiries being therefore eliminated, the low cost was explained by the interest a new proposition has for those looking for correspondence instruction. There are always a certain number of "curiosity seekers," it must be admitted, but these are almost a constant quantity.

The man who answers from curiosity, moreover, is not necessarily an undesirable prospect, provided that he knows exactly what you have to offer him. A skillful and forceful follow-up will often sell a man who had no intention in the world of allowing himself to be interested to the point of purchase. There is a great difference between the value of such a prospect and the man who answers "blind copy." I have proved the latter very poor, so far as my own case is concerned. On the other hand I have had a great number advise that they answered our advertisement from curiosity, and enrolled eventually through the manner in which the plan was outlined in the follow-up. This has occurred so often as to make such prospects good ones to secure.

A comparison between the low cost of inquiries for our first display copy and that of four years later will give a good idea of the force of the law of diminishing returns. In September, 1911, we used three and one-half pages of display in *System*. This space was divided into two whole pages, one half-page and three quarter-pages. The best quarter-page of the September, 1911, issue was vertical copy, which pulled 44 inquiries up to December 20th, 1911. The returns for a similar period in 1907 were 241 inquiries at an average cost of .119 cents. The average cost of the best 56 line copy in September, 1911, was \$.949. The entire number of inquiries from the three and one-half pages run in September, 1911, was 540 at an average cost of \$1.08. From an average cost of eleven

cents to \$1.08 in four years is quite a jump. It is a significant feature in connection with any consideration of "cumulative value."

The copy used in September, 1911, which was the best of the three quarter-pages used in that issue, is reproduced below:



## Will You Open This Envelope?

Of course you must send for it first—but "Pointers on the Collection Business", which it contains, is worth walking many blocks for. A post card will bring it to you by return mail.

"Pointers on the Collection Business" tells how a \$15 a week man rose from the uncertainty and hardship of salaried drudgery—to the ownership of a big-paying, \$15,000 a year business.

You'll find tremendous interest in the story because what this man did then, *you* can do now. For I am the man—and my personal experience in the collection field—and the success I have had in teaching others what I know, is sufficient assurance that what I have taught hundreds of others—I can teach you.

Capital is unnecessary to starting in the collection business. All you need is a willingness to earn more—and the ambition to get ahead.

The post card necessary to bring this booklet to you may mean the difference between the struggle for a livelihood and an independent competence for life. Others have found it so. Learn what it means to you.

**W. A. SHRYER, Pres.**  
American Collection Service  
481 State Street, Detroit, Michigan



## A Small But Consistent Puller

The *Business Philosopher*, published by Mr. Arthur W. Sheldon, is a magazine used by The American Collection Service steadily since our first insertion was tried in January, 1909. The publication is large in neither size nor circulation, but has proved a very consistent puller. It is the only magazine, except *System*, which we have used practically every issue, for which reason a tabulated result of the advertising will be shown, in the same form as that employed in the previous chapter on *System* results.

The *Business Philosopher*, has a circulation of some 30,000 and goes for the most part to students and graduates of Sheldon's School of Salesmanship. Its readers are obviously the kind of men to whom our proposition should appeal, as the great majority of them are ambitious, young men. They are, moreover, favorably predisposed toward any scientific instruction by correspondence, the result of the excellent training most of them have secured in the Sheldon School.

The net profit from our continuous advertising in the *Business Philosopher* does not in any degree compare with that of our *System* advertising, which, however, is not a result at all surprising, as no magazine has been able to do for us what *System* does regularly and consistently. For the size of its circulation *Business Philosopher* has pulled steadily for us to a rather remarkable degree, as the following table of results will show:

### BUSINESS PHILOSOPHER

	1909	Inq.	Cost	Cash
16 lines	Jan.	19	\$1.35	\$10.00
16 lines	Feb.	14	1.39	23.00
42 lines	Mar.	18	6.66	
¼ Page	April	29	8.88	3.00
1 Page	May	40	36.64	10.00
½ in. class.	June	24	1.65	20.00
½ in. class.	July	30	1.65	63.00
½ in. class.				
36 lines	Aug.	22	7.63	76.00
½ in. class.	Sept.	19	1.66	62.00
½ in. class.	Oct.	11	1.66	22.50
½ in. class.				
¼ Page				
3 Page reader	Nov.	34	130.54	5.00

## Analytical Advertising

	1909	Inq.	Cost	Cash
1/2 inch class.	Dec.	38	\$ 1.66	\$ 63.00
1/2 inch class.	1910			
36 lines	Jan.	16	6.85	1.48
1 Page				
1/2 inch class.	Feb.	29	36.34	120.00
No Ins.	Mar.	6		48.16
3 Page reader				
1/2 inch class.	April	22	105.31	51.00
1/2 inch class.				
1/2 Page	May	16	18.51	62.30
1/2 Page	June	19	17.36	32.00
1/2 inch class.				
1/2 Page	July	16	18.50	26.00
25 lines	Aug.	17	5.72	65.00
No Ins.	Sept.	5		108.00
1/2 inch class.				
1 Page	Oct.	19	35.86	89.42
1/2 inch class.				
1 Page	Nov.	32	35.86	58.50
1/2 inch class.				
1 Page	Dec.	23	36.10	41.00
	1911	Inq.	Cost	Cash
1 Page				
1/2 inch class.	Jan.	32	\$36.10	\$25.00
1/2 inch class.				
1 Page	Feb.	32	36.10	31.00
1/2 inch class.				
1 Page				
1/2 Page	Mar.	38	85.96	67.50
1/2 inch class.				
1 Page	Apr.	21	56.10	51.00
1/2 inch class.				
1/2 Page				
1 Page	May	26	53.46	155.00
1/2 inch class.				
1/2 Page				
1 Page	June	16	53.46	32.50
1/2 inch class.				
1/2 Page	July	35	18.74	205.00
1/2 Page				
1 Page	Aug.	28	52.08	70.15
1/2 Page				
1 Page	Sept.	36	52.08	92.50
No Ins.	Oct.	13		110.00

An analysis of the results from this publication prove the absence of any cumulative value, just as every other series of results has done. The increase in cost has been steady. In the year 1909 the average cost per inquiry was 63 cents,



**COLLECT IT YOURSELF—AND SAVE 10%**

Any 10% collection can be collected quicker and better by you than anybody else, *when you learn how*. Shryer's "Collection Sense and Science" is short, but complete and forceful. So simple in operation that none but an expert could devise so much in so little. The first remedy alone has saved the largest abstract company in America thousands of dollars.

COLLECTION SENSE AND SCIENCE fulfills every requirement for current collections. Coupled with the new Collection Magazine you may learn how to prevent and reduce your "desperate collections."

**BUSINESS SERVICE is the NEW COLLECTION MAGAZINE**

BUSINESS SERVICE is a "Post-Graduate" course in credits and collections. It is now running, among other vital collection helps, two series of articles that will save any business man hundreds of dollars. One explains how to prevent and overcome such defenses as Bankruptcy, Statute of Limitations, Infancy, Statute of Frauds and similar collection problems. The other series deals with Collection Psychology, and clearly tells you not only *what* to do, but *why* to do it.

A Two Dollar Bill will bring you BUSINESS SERVICE for 12 months and Shryer's "Collection Sense and Science," postpaid, by return mail. Send the \$2 right now and if you say to us the day after tomorrow you didn't get your money's worth, we'll send it back.

**W. A. SHRYER, Editor BUSINESS SERVICE, 352 Mack Bldg., Detroit, Mich.**

Reduced 56 line Cash-with-Order Copy. Did not pay.

plus. The following year the average cost increased to \$1.43, plus. The past year, 1911, shows an average cost of \$1.60, plus, up to November 1st.

The continuous showings of our copy in *Business Philosopher* showed a decreasing profit some time prior to October, but with that issue we withdrew all copy for two months, in order to allow the publication a chance to "catch up." It has been found possible to continue many publications as paying mediums by following this policy with much greater frequency. A publication that shows an increasing net loss, if used every month, may be turned into a fair payer by keeping out of it for intervals of several months' duration. Inasmuch as most publications secure new readers constantly, and secure them in respectable numbers, it is possible to continue showings in them that would be impossible if the appeals were being repeated, even in different form, to the same old readers. It is the changing circulation that makes any publication valuable to advertisers. The more staid a publication and the more constant its reading circulation the poorer the medium. Many exceedingly "respectable" and conventional magazines appear to hold the wonderful theory that because the same old grandfathers read their sheets month in and month out, for decades at a time, they have in that fact a great talking point for advertising patronage. Nothing can be more stultifying. It is the new readers that make any consistent repetition of advertisements in any degree possible. The more there are of them and the faster they change the better the publication from an advertiser's viewpoint.

A good many publications devote considerable effort to convincing advertisers that their readers renew in large proportions. I would rather have new readers, gained in almost any way, than old ones renewed constantly. Free subscriptions are better than the same old readers month in and month out. Every new reader is a new prospect, likely to be appealed to through the novelty of your first appeal to him. Changing copy or changing the entire style of your appeal is less effective than having new readers for old copy.

## Advertising a City

All of the records in the preceding chapters lend no strength to the cumulative value superstition. I think that this statement will occasion no denial from any but the most hopelessly prejudiced. The answer from the latter, however, will be as ready as it is pat, namely, that "mail order records are in a class by themselves."

Having secured a set of returns that are in no sense "mail order" results I wish to "spread them on the record" at this juncture, as they are of interest from more than one viewpoint.

In May 1911, at the Affiliation of Advertising Clubs in Cleveland, Mr. Lucius Wilson, Secretary of the Detroit Board of Commerce, spoke at the evening banquet. In discussing "Advertising a City" he took occasion to emphasize the *cumulative value* secured by the city of Des Moines in the advertising campaign inaugurated there by Mr. Wilson himself. On our return to Detroit I challenged him to produce any proof for the statements so glibly made, at the same time expressing as my opinion that his remarks had as little foundation in fact as every other statement of a similar kind I had previously succeeded in running to earth.

Presuming on our pleasant relations in connection with the Detroit Board of Commerce Publicity Committee, I attempted to read Mr. Wilson a lecture on the evils of teaching the young pernicious doctrine. He in turn upbraided me as an iconoclast whose utter confusion he would force me to admit. Possessing the records, he cheerfully agreed to produce them, but was prevented from doing so for several weeks, when they were at last found. Our wordy arguments over the subject were tempered with a great deal of friendly banter, culminating in a rout for Mr. Wilson, he was sufficiently magnanimous to confess, when the figures were at last produced.

It is extremely unlikely that any advertising man is entirely ignorant of the campaign itself, as the publicity efforts of Des Moines have been turned to profit by the publications carrying the copy and the agents placing the busi-

ness. These by-products of the original expenditures have doubtless served in a large measure to put "Des Moines on the map," of however doubtful value such a result may prove intrinsically.

The campaign started in April, 1910. Mr. Wilson was at that time Secretary of The Greater Des Moines Committee, and had worked heroically for a number of months in convincing his members that a national advertising campaign was the tonic Des Moines needed. His efforts were rewarded by an appropriation of \$10,000, to be spent in magazines of national distribution. In order to secure "cumulative value" it was decided that this appropriation should be spent in a limited number of publications, and that the insertions of the copy should be as consecutive as possible. The campaign of the first year started with the *Saturday Evening Post* on April 23, with a full page spread, and was followed at intervals with six quarter pages and one half page. In the May issue of the *World's Work* a two-page spread started, followed by four full pages at intervals to be shown in the tables that follow.

Before the expiration of the first year Mr. Wilson left Des Moines to accept the secretaryship of the Detroit Board of Commerce, but the work started by him was carried on during the year 1911 by his successor, Mr. Ralph P. Bolton. I am greatly indebted to both Mr. Wilson and Mr. Bolton for the complete record of the advertising done by Des Moines, and I take this occasion to acknowledge my indebtedness to each.

The records that immediately follow show the totals for the 1910 advertising. Each separate piece of copy was keyed differently and the results show the total number of inquiries up to December 8, 1910. As a matter of actual fact the records on which Mr. Wilson assumed to base a deduction of cumulative value afforded no real basis for any consideration of this nature, as no regular or consistent system of absolutely consecutive showings had been observed.

The record of the *World's Work* campaign will be shown first, as follows:



April 23, 1910

THE SATURDAY EVENING POST

67

## A DAY IN DES MOINES

by W. D. Hoar

FOR fifty years Destiny hasied here to develop the farms of Iowa. With considerable forthright she placed Des Moines right in the heart of this fortunate kingdom of farms.

She populated the state with people who know how to do the best with perhaps the best natural advantages on earth.

Now Destiny, at the appointed hour, has turned her attention to Des Moines, and finds that Des Moines has been doing some growing in its own account.

Des Moines is planted on a liberal water, 100,000 people live in a city built upon 14 square miles of land. This means that there are front yards and back yards and breathing space, and flowers, and gardens. People in some cities show the effect of their cramped houses and cramped lives. They have the appearance of people who do not like to live.

The day in Des Moines at automobile show was not an. And a big one. In a rare afternoon about a huge a building as the one in Chicago and, except that now, the largest Coliseum west of New York.

The exhibitors told me the show was a success—because they said millions. The management said the show was a success—because the paid admissions covered expenses and showed a profit.

The show itself told me something. We must amplify our views, we must enlarge our perspectives, we must take Des Moines into account.

In the old days prospering farmers found the Mississippi Valley, now it is marketing on the valley. Des Moines is the center of the agricultural domain of that valley.

The Des Moines spirit is the kind that does not wait for the "other fellow" to do his part. It knows the "other fellow" will do his part, and he will do it. They say "Des Moines does things"—and she does. Clean, paved streets, commodious buildings, public buildings that are modern and artistic, an excellent street railway system, telephone service that serves, national service that takes what Des Moines wants and gets it at once—all this is the breath of the Des Moines spirit.

A Des Moines man is not foolishly enthusiastic about his city—he is safely content. It is this that impresses the visitor immediately. The Des Moines man does not wait for a solid copy of figures about town lots and back roads and real up with you four miles from town on a desirable town site. He shows you readily that he and his fellow, raised the money to build the Coliseum, that they raised the money to build the M. C. A. house, and the Y. W. C. A. house.

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Des Moines Iowa  
The City of Certainities

## This Is An Advertisement

Not to Sell You Something—But to Tell You Something

THIS advertisement is aimed at the man who is looking for a Certainty. There are "Opportunities" all over the country, but in Des Moines, Iowa, the man of Ginger, Grit and Gray Matter finds the Certainty.

## Iowa An Agricultural Empire

DES MOINES is the distributing center of the largest and most fertile land under one government in the world. The state of Iowa has developed more agriculture than any other state in the union. United States census statistics prove that Iowa has more prosperous people than any other state in the union. The per capita wealth of the United States is \$1,118. The per capita wealth in Iowa is \$1,718.

Two Thousand Million Dollars of tangible wealth has grown right out of the soil of Iowa in the last fifty years. There are 2,550,000 people in Iowa—all making money and buying things with it.

\*\*\*

## Des Moines is the Heart

THE light of Des Moines has been hidden to some extent under the agricultural hood of Iowa. The agricultural property of the state demands that Des Moines must be made. Really, nowhere else in America for the business man is there today such a City of Certainities.

Here is the point. Des Moines is the Agricultural Capital of the United States. Iowa needs merchandising of all sorts; today her people buy most of their supplies from beyond the borders of the state.

There is nothing that can be worn, nothing for use or ornament in the house, nothing for service in one's car, that the people of Iowa do not buy.

Had the advantages of Des Moines been known widely, there would have been less room for you today—and fewer competitors. The men who locate here in business must logically connect with those who are succeeding now.

The remarkable combination of soil, climate, people, markets, railways, and general prosperity make Des Moines the City that Does Things—the City of Certainities.

\*\*\*

## Combination that Makes Certainities

IOWA is the richest commercial field in America today, and Des Moines is its heart. The state is not only prosperous, but wealthy. The country banks in the state are owned mostly by the farmers, every resident of the state has an average of \$200 in the savings bank.

Last year the agricultural products of Iowa were worth \$621,000,000—exceeding the crop of any group of states.

The soil of Iowa is the richest in the world. Intensive cultivation, such as is practiced in Japan, would increase the value of the farm products \$160,000,000—enough to feed an empire such as Japan.

The Iowa farm can take her eggs to market and buy all the grain, vegetables, nuts and fruits (except oranges) raised in southern California every year—and have \$10,000 left as a next year.

Secretary

The Greater Des Moines Committee, Des Moines, Iowa.

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First Des Moines Copy

## WORLD'S WORK

Advertising Report up to December 8th, 1910

Name of Magazine	No. of pages	Date	No. of replies	Cost	Av. Cost
W. W.	Double Page	May	61	\$306.24	\$5.002
W. W.	One	June	75	153.12	2.04
W. W.	"	Sept.	34	153.12	4.50
W. W.	"	Oct.	25	153.12	6.012
W. W.	"	Nov.	27	153.12	5.67
Six Pages			222	\$918.72	\$4.138

The average cost of these six pages was \$4.13, plus, per inquiry.

Only one of the five showings made developed a cost of less than the average, namely that of the second showing, in June. The last cost is greater than the first cost, and greater than the average cost. The low cost of the June insertion is perfectly understandable, when the copy is examined. The June copy is the one good piece of copy of the lot. This is not given as a criticism, as the records prove the statement. On the opposite page I have reproduced the four full pages used in *World's Work*. It is easy to understand the *interest* quality of the copy "How Will You Invest Your Son," and in view of its increased pulling power justify an instant choice for it as the one good piece of copy of the lot. The justification for this comparison further proves itself in the record of the *Saturday Evening Post*. This copy did even better there, reducing an average cost from \$3.198 to \$1.21, the best of the entire series by over 100%. The two-page spread is not reproduced. Such copy takes up entirely too much space, and is interesting to but the few with money to throw away.

The record of results in *Saturday Evening Post* for 1910 will be illustrated by reduced reproductions of the copy run. Eight pieces were used. The June copy in *World's Work* was used as a quarter page in the *Post* on July 23rd. The page reproduced from the September issue of *World's Work* was used as a quarter page in the *Post* on May 14th. The *World's Work* full page of October was used more effectively in the *Post* as a half page on September 24th.



These pieces are not again reproduced. The other *Post* quarter pages are four in number and will be found reproduced on one page in this chapter, properly marked as to dates run. I have also reproduced the full page advertisement with which the campaign was inaugurated in *Saturday Evening Post* on April 23, 1910. The tabulated results are as follows:

SATURDAY EVENING POST  
Advertising Report up to December 8th, 1910

Name of Magazine	Date	No. of replies	Cost	Av. Cost
S. E. P. 1 Page	4-23-10	733	\$2970.00	\$4.05
S. E. P. $\frac{1}{4}$ "	5-14-10	156	742.50	4.75
S. E. P. $\frac{1}{4}$ "	6-11-10	139	742.50	5.34
S. E. P. $\frac{1}{4}$ "	7-23-10	611	742.50	1.21
S. E. P. $\frac{1}{4}$ "	8-13-10	285	742.50	2.64
S. E. P. $\frac{1}{4}$ "	9-10-10	296	742.50	2.50
S. E. P. $\frac{1}{2}$ "	9-24-10	423	1485.00	3.51
S. E. P. $\frac{1}{4}$ "	10-22-10	189	891.00	4.71
Totals, 3 Pages		2823	\$9058.50	\$3.198

An analysis of this record reveals no semblance of proof of cumulative value. The records are purely indicative of the various pulling powers of the several different pieces of copy run. In but three instances are discovered costs lower than the average cost. These are in July, August and September. The lowest cost is that of July the 23rd, when the best copy appeared, the "How Will You Invest Your Son?" copy. The last cost is higher than the first cost, and after the appearance of the best copy there is a gradual increase in cost of inquiries every month.

Mr. Wilson, in furnishing me with the above records, was forced to admit the slight grounds afforded by them for the statement made by him for them. In acknowledging this fact he advised me that what he really had in mind was the 1911 record, which he assured me would sustain his position.

Through the courtesy of Mr. Bolton, Mr. Wilson's successor, I have been furnished with the results of the Des



August 13

EVENING POST

## Des Moines, Certainty Talk No.

**M**ATTERS of chance elsewhere are. *Certainties* in Des Moines. 2,500,000 people in Iowa—so prosperous that they average \$200 deposited in the savings banks, and that their per capita wealth is \$1,828—want to buy things from Des Moines.

**P**RACTICALLY every firm trunk line in the middle west runs through Des Moines. Nineteen railroads make Des Moines the distributing point of the Mississippi Valley.

Des Moines today supplies hot weather demand of its trade territory. That makes Des Moines the City of Choice for the man who establishes himself there, whether he begins in business, locates a branch house or brings his industry body.

**D**ES MOINES is the best-known city of its size in America today. Men who are the Center of Gravity of a well as those of five years hence are choosing Des Moines. The Greater Des Moines Committee wants to discuss all this with you.

It is an organization of business men. From them you get the benefit of their experience. They keep you from making mistakes; they go over your plans with you and with their knowledge of the field show you the

**D**ES MOINES is the best-known city of its size in America today. Men who see the Certainties of today as well as those of five years hence are choosing Des Moines. The Greater Des Moines Committee wants to discuss all this with you. It is an organization of successful business men. From them you get the benefit of their experience. They keep you from making mistakes; they go over your plans with you and with their knowledge of the field show you the course to Certainty.

HERE'S an instance: 150 car loads of supplies are sent annually by the large medical and pharmaceutical houses of Des Moines. There is no large bottle factory supplying this demand.

Kitchen utensils could be made and sold from Des Moines to the whole state. 25,000 farm wagons are made annually in Iowa. They might as well be made in Des Moines.

"Wealth"—a little magazine of big facts, will be sent you for the asking. Clip your Crutney Coupon, fill it and mail it today, and start started in Des Moines.

THE CRUTNEY DES MOINES COMMITTEE  
Des Moines, Iowa

CLIP—Your Crutney Coupon.

"Wealth"—a little magazine of big facts, will be sent you for the asking. Clip your Courtesy Coupon, fill it and mail it today, and get started to Des Moines.

THE only way to make money is to go where it is. Iowa is rich. Iowa people want to buy things made in Iowa. Iowa is the state of success and Des Moines is the City of Certainties. Iowa's farms produced last year over one-half more wealth than all the gold mines in the world.

**Certainty Coupon**  
**GREATS DES MOINES COMMITTEE**  
 Des Moines, Iowa

## Des Mots Certain Talk No 7

CERTAINTY is yours because you are in the midst of prosperity. Opportunity knocks when the neighborhood is lonesome. Des Moines is the City of Certainities. \* It is the heart of the State of Success. Des Moines is the most-talked-about city of its size in the country. No other city in the world is located in the center of as rich and prosperous a trade territory, *with no competition.*

**MEN** are establishing branches of their business in Des Moines; they are moving their headquarters to Des Moines. They are learning how to make a new career in the City of Certificates. They are learning how to live in a new culture; this is not a new land. Iowa has grown fifty years, and has really only changed its face. It is a new land. Iowa is the richest State in the Union. The agricultural products alone are worth \$100,000,000. The stock raising industry is worth \$100,000,000. The Iowa hen can take her eggs to market in less than twenty minutes. The Iowa farmer can raise his corn, wheat, grain and vegetables, equal in southern

**T**HE Greater Des Moines Committee will help you to locate in Des Moines. It has nothing to sell—no irrigation scheme, waste land dream, or swamp drainage proposition. It is worth money to you to acquaint yourself with what the Committee is doing. "WEALTH" is a little magazine that omits hazy generalities and sticks to concrete facts about Des Moines and the Certainties.

Write and get WEALTH.

Fill out your Certainty Coupon. And write us what you want to know or tell us what you want to do. No charge for our services, ever.

**D**ES MOINES does not supply over one-third of all things demanded by its trade territory. For instance 75,000 new farm wagons are required annually in Iowa. They might as well be made in and sold from Des Moines.

Nineteen railways center in Des Moines. They cover the state and reach all parts of the Mississippi Valley. The manufacturing industries of Des Moines last year showed a net profit of over 20 per cent.

A Certainty Coupon for You.  
Certainty Coupon  
**GREATER DES MOINES COMMITTEE**  
Des Moines, Iowa  
Send no MONEY.  
My intention is \_\_\_\_\_  
\_\_\_\_\_

THE GREATER DFW MOBILES COMMITTEE  
 Dr. Henry, Iowa

A Certainty Coupon for You.  
A Certainty Coupon  
**GREATERTHEMONEYCOMMITTEE**  
Dave Matson, Issued  
Send me WEALTH.  
My business is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

October 22

Moines advertising for 1911. Before reproducing the record I call attention to the fact that the continuity of the advertising had been seriously impaired, as nothing appeared between November and February. Moreover the 1911 copy is noticeably an improvement over that of the year before. It is stronger in attention value, and savors less of the abstract. It is no matter of opinion, so far as I am concerned, that it is *better* copy. The results show that. That it is stronger in attention value I may advance an instance that was brought home to me. In seeking the various pieces of copy in the different magazines I found it necessary to hunt through the *Saturday Evening Post* twice for over half of the 1910 showings. In two instances I was convinced the wrong dates had been furnished me, and was forced to hunt a *third* time before finding the copy. With the 1911 copy the pictures irresistibly drew me to the proper copy the first time I came to it in each publication, and in two instances caught my eye in *column* form in the *Post*, when the instructions quoted *quarter* pages. Both are quarter page sizes in the *Post*, but I was not expecting to find these two in this form.

In this connection I was surprised to find my attention caught by the two perpendicular half pages in *Everybody's*, when seeking what I had mis-read to be full pages. This tendency of the perpendicular copy emphasized the increasing attention value of the new 1911 copy, but the tabulated results disclosed an increase in cost for this half page position almost four times as great as the page copy in the same publication. It would have been exceedingly interesting if one of the half pages had been run horizontally, that a comparison might have been made that would serve to sustain the previous point made relative to attention value and the golden section. What horizontal copy loses in the *Post* it gains by virtue of its position throughout its length next reading matter, which the figures that follow will make interesting.

The following chart shows the results of the Des Moines advertising in the *Saturday Evening Post*, the *World's Work* and *Everybody's*:

## This Advertisement is for the Young Man Possibly He is Your Son



**EVERYTHING** in and about Des Moines makes The City of Certainties especially a young man's City. He has more than a chance here—he has a Certainty. The market is not "owned" by people who control a business because their fathers built it up. The young man who begins on a small capital is not overshadowed by tremendously-capitalized companies. He is not crushed by competition, because

*Des Moines today does not supply more than one-third of the demands of its trade territory.*

**THE** young man of vim, vigor and vision, who wants to begin business for himself, should know

### Des Moines, The City of Certainties.

The Greater Des Moines Committee pays special attention to the young man. We want him here.

We show him the exact conditions and advise him, if he wishes, what to do to reap immediate advantage. If the young man is your son, look into this. Find out about Des Moines. Understand Des Moines. Write us, and get **WEALTH**, the little magazine about The City of

Certainties (not a ho-hum sheet). Also the new book on Des Moines and other interesting literature. Ask us everything you want to know about Des Moines. Our services are always free, and prompt.

We will nothing, we tell the young man who wants to know about the Certainty show.

For conditions here, just write to:

**CERTAINITY COMPANY**  
The Greater Des Moines Committee  
113 Calhoun Bldg., Des Moines, Iowa  
Send me "WEALTH" and the Des Moines Certainty Book.

**The Greater Des Moines Committee**

Calhoun Building, Des Moines, Iowa



## Des Moines is the

## Young Man's City

**NO** man has an inherited business in Des Moines. The trade territory is too great for that. Many of the largest businesses here are under twenty years old. Young men have located here within the past year, and already are laying the foundation for similar achievements.

Men in Des Moines are their own masters.

The young man wanting a business opportunity finds Certainty here.

**THE** young man who comes here to begin business, plants himself in the heart of the richest area of land on the globe—in the center of the section where prosperity is a habit. If you are the young man's father, uncle, brother, or friend—if you are the young man, look into

### Des Moines, The City of Certainties

**Des Moines today does not supply more than one-third the demands of its trade territory.**

For conditions here, just write to:

**CERTAINITY COMPANY**  
The Greater Des Moines Committee  
113 Calhoun Bldg., Des Moines, Iowa  
Send me "WEALTH" and the Des Moines Certainty Book.

**The Greater Des Moines Committee**

113 Calhoun Building, Des Moines, Iowa



### The man who wants to be his own boss should live in Des Moines

**IF** you want to have your own business, where you will not be "overshadowed" by huge concerns, or frozen out by "inherited ownership of markets," come to Des Moines.

#### Here you have a certainty—

Des Moines is the natural central market of the most prosperous territory on the globe. No other section is so continuously and increasingly prosperous. In 1910 the agricultural products of Iowa alone were worth \$611,000,000. The per capita wealth of Iowa is fifty per cent greater than that of the United States.

### Des Moines—The City of Certainties

It is the heart of all this great business territory—the metropolis of it all, without any competition—and is great in the demand of its surrounding country that Des Moines today supplies only one-third of it. For example, farm wagons and implements should be made in and sold from Des Moines—the center of demand—instead of in the east.

Begin business, open a branch, move your industry to Des Moines. Everything Ask questions. Write the Greater Des Moines Committee about it. Tell us what you want to do. We have nothing to sell, we have much to tell. We never make a charge for our services. We give each inquiry prompt, individual attention. Fill the coupon opposite, and we will send you "Wealth" and other printed information about Des Moines, or write us a letter asking for special information. All catalogs allow discount here.

**Certainty Coupon**

Send me "WEALTH" and the Des Moines Certainty Book.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Country \_\_\_\_\_

**The Greater Des Moines Committee**

113 Calhoun Bldg., Des Moines, Iowa



### Des Moines is the Ideal Location for You as a Manufacturer

**IN** Des Moines you are surrounded by your market. A network of railways radiates in every direction. You are unimpeded and almost without competition in the richest and most prosperous area on the globe—where the farms alone produced \$641,000,000 in 1910.

The problems of Production and Distribution are not so difficult as elsewhere. We shall be glad to give prompt, personal attention to any inquiry from you for information covering this important question.

### Des Moines—The City of Certainties

It is the center and the natural source of supply of a territory so great that today Des Moines does not supply more than one-third its demands. Many men, firms and companies have come to Des Moines within the past year. Many more are coming.

It costs nothing to learn about Des Moines—it may cost you a great deal not to learn about it. For Greater Des Moines Committee offers us its services free. It has nothing to sell. It simply tells about Des Moines—unbiased, plain, courteous—advice—nothing but facts.

Fill the coupon opposite and you will receive "Wealth" and other printed information about Des Moines. Write us a letter, telling what you have in mind, and we will give you prompt, personal attention. All catalogs allow discount here. A 10% discount on all orders in Des Moines.

**The Greater Des Moines Committee**

113 Calhoun Bldg., Des Moines, Iowa

**Certainty Coupon**

Send me "WEALTH" and the Des Moines Certainty Book.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Country \_\_\_\_\_

REPORT OF GREATER DES MOINES COMMITTEE  
ADVERTISING CAMPAIGN

Up to October 1, 1911

Magazine	Space	Date	No. of replies	Cost	Av. cost per inq.
S. E. P.	¼ Page	Feb. 4, 1911	929	\$891.00	\$ .96
S. E. P.	1 column	Feb. 18, 1911	1206	891.00	74
S. E. P.	1 column	Mar. 11, 1911	347	891.00	2.57
S. E. P.	¼ Page	Apr. 8, 1911	275	891.00	3.24
S. E. P.	100 lines	May 6, 1911	97	594.00	6.12
S. E. P.	1 column	June 3, 1911	263	891.00	3.39
S. E. P.	1 column	Sept. 2, 1911	127	891.00	7.02
Total			3244	\$5940.00	\$1.83
World's Work	1 Page	Feb., 1911	102	\$153.12	\$1.50
" "	1 Page	Mar., 1911	99	153.12	1.55
" "	1 Page	May, 1911	22	153.12	6.96
" "	1 Page	Sept., 1911	19	153.12	8.05
" "	1 Page	Oct., 1911	3	153.12	51.04
Total			245	\$765.60	\$3.12
Everybody's	1 Page	Feb., 1911	285	\$467.50	\$1.64
"	1 Page	April, 1911	258	467.50	1.81
"	½ Page	June, 1911	37	233.75	6.31
"	½ Page	Sept., 1911	35	233.75	6.68
"	1 Page	Oct., 1911	18	467.50	25.97
Total			633	\$1870.00	\$2.95

The 1911 results as above given show a steadily increasing cost every month that is too consistent to need analysis. The absence of "cumulative value" is manifest. Owing to the improvement in the copy no comparison with last year's costs is even justifiable, and the 1911 campaign reflects, to all intents and purposes, a new set of advertising records. In justice to Mr. Wilson it may be pointed out that the low costs for the first months were the only ones in his mind when he compared 1911 costs with 1910. The obvious lack of comparative relationship between the two campaigns is the point absolutely neglected by him. A four months' gap in publicity, and the marked superiority of the new copy make any comparative analysis absolutely futile.



On another page will be found four characteristic pieces of the 1911 copy reproduced. The same style of illustration and attractive design were carried out with all copy used. Variations of the same copy appeared in all of the three mediums, slight differences being noticeable, due to changing sizes and shapes of the copy.

In connection with the two best pieces of copy used in the *Saturday Evening Post* it is interesting to note that each reflects the attractive features of the only good piece of copy of 1910. The copy of February 18, 1911, had this head line: "This Advertisement is for the Young Man—Possibly He Is *Your* Son." The next best piece is that of February 4, the "Des Moines is the Young Man's City" copy. Eliminating these two human interest, personal appeal pieces of copy, the cost advances materially. Next to one's self, nothing is so near or personal as your boy. Many parents are really more interested in their children than in themselves, and the pulling power of this rare little touch has manifested itself in the returns to a degree that is noteworthy.

Before closing this chapter I wish to make myself perfectly clear on one point, which is my motive in discrediting a statement made by my very good friend, Lucius Wilson. My persistence in calling attention to his claim of cumulative value, where the records show none, is in no degree a personal reflection. As I thoroughly explained to Mr. Wilson, and as I feel assured he understands, my criticism was a general one and not particular. It is my belief that the present superstition has been fostered by a lack of analysis on the part of the advertiser quite as much as it is due to calculated misrepresentation on the part of the seller of advertising. In the present instance a speaker endowed with implied authority makes a statement that is definite and direct to some three hundred advertisers. This statement is credited at its face value by practically every man present, except myself. Such statements have been made at almost every gathering of advertising men I ever attended. This is the first time I felt close enough to the man making the statement to openly question his basis for believing what he said. With a magnanimity a smaller man would entirely lack,

Mr. Wilson afforded me every help with the present record, and I can only hope that my deductions have convinced him, as I trust they may convince others, that a great degree of our confidence in cumulative value is no more stable than that attending any character of fetish worship.

## Waste in General Publicity

So strong is the superstition of cumulative value, that any contemplation of its possible shortcomings is viewed as a sacrilege by those who guide their advertising lives by the light of its luring beacon. Those who are forced to admit the discrepancies of this doctrine, when confronted by proof of its fallacy, as applied to keyed advertising, still cling with devotional faith to its great efficiency in "general publicity."

A philosophical consideration of this phase of advertising phenomena will therefore be pertinent, if not convincing, to the prejudiced. As the human mind is prone to believe as true any plausible theory of action, it is easy to understand the grip exerted by this belief, so comforting to those who would overcome a resisting people by the mere force of riotous publicity.

Advertising history, meager and garbled at best, is replete with popular legends, tending to confuse the uninitiated, and to spur the successful to repeated orgies of wasteful expenditures. Many are the wonderful stories of advertising successes, repeated with convincing details of millions spent ere the goal was reached. Many are the glowing tributes paid to far-seeing masters of publicity, content to spend, and spend and spend, knowing that in the end the tide would turn, and the golden flood, blown by the steady wind of cumulative value, spread its wealth of advertising success at their deserving feet.

In proving to my own perfect satisfaction that there is no such thing as cumulative value, *per se*, in repeated showings of advertisements, it has become necessary to devote some thought to the claims made for this superstition by those the hardest to confound. This class of believers embraces all who advertise on the pure "publicity" theory. Any supposition entertained or advanced by them presents a problem that absolutely defies solution, as the very nature of the conditions precludes the presentation of any definite proofs. In settling this question for himself every advertiser is, moreover, strongly biased by desire to give full credit to the man who "guesses" there

is such a thing as cumulative value. As an advertiser I would like nothing better than to feel such a belief were true, for the proof of such a doctrine would be comforting to an incalculable degree. The operation of such a law, were it proved to exist, would excuse and compensate many an error of past performance. It would be a steady guide for all future action, palliating the conviction of error that now succeeds so many disastrous advertising gambles.

Convinced to the contrary, a discussion of the several phases will be outlined, fully aware that my reasons for a belief opposed to that of so many savorers as strongly of the suppositious as do the arguments of those whose conclusions I so strongly deery.

The most persistent evidence claimed for the theory is that just noted, that so many advertising successes follow a long and tedious campaign, unsuccessful for a considerable period, but ultimately profitable through sheer persistence. As a corollary to this argument instances are frequently advanced of vast sums being spent in futile attempts to secure public recognition, only to achieve success after untold amounts have been sunk in preparing the way. Many are the veracious cases where such conditions have existed, but a close scrutiny of any one or more will almost invariably disclose a change in policy directly responsible for the final success. Spurred by curiosity I have run down a number of these wondrous tales. It has been remarkable to note that the stories of the vast sums squandered have usually been distorted beyond all semblance of truth. It is also a noteworthy phenomenon that the tide has always appeared to turn when real intelligence was injected into such a campaign. An entire reversal in policy, such as the "chance" use of real pulling copy in the darkest hour before dawn, or the interjection of a real human idea into the campaign itself, is usually found to be the real basis for the sudden success of many a long drawn out failure. I am of the personal opinion that most belated successes are due to an education secured at a most costly price, and that the real success might have been secured easier and better on the start, had the eventually successful plan been the one tried



first, rather than last. So firmly have the sellers of advertising convinced their public that vast sums must be spent in order to turn the public tide that the subject of appropriations seems to be the most natural thing in the world. A business about to embark on an advertising campaign sets aside a certain amount it feels able to lose, kissing the money good-bye with as few feelings of regret as it would entertain in shipping a prodigal to the other side of the world. Until the last few years it seemed exceptionally penurious to even ask where the money was to be spent, much less to expect any return until a long period of waiting had elapsed. That immediate results are the real results, is beginning to possess the advertiser. This is forcibly reflected in a masterpiece of advertising literature now being widely circulated by an agency whose claims to divine inspiration are somewhat mitigated in that a realization of actual returns is emphasized as the one desirable aim, toward which their every effort is confidently directed. This same noteworthy booklet quotes several examples of the point above mentioned, making clear, whether they so intend or not, that the most profitable results are the quick and certainly predicated ones. That such as quoted have inevitably followed their masterful grasp on a previously wobbling tiller, is obviously the idea they seek to convey. A master hand wrote the book, which is beside the issue, to be sure, for the point I make is the number of advertising failures they turned to advertising successes, *not* because of the cumulative effect of the previously squandered fortunes, but of the instantaneous results following intelligent direction. Granting that millions are squandered before a success is assured, there is little to prove by it except the ignorance of an establishment willing to spend foolishly. A successful success is greatest at its birth. Time and "cumulative value" increase costs and lessen profits.

One of the greatest causes for a belief in this theory is a disregard for records. Compare your present cost of doing business with that of five years ago. If you have not kept dependable cost records, now is a good time to begin. Compare your cost of today with that of six months hence. Advertising costs are increasing for every-

body. It has notably increased for almost all of us during every passing year. If there were cumulative value, costs would decrease. This is so obvious that it seems absurd to quote it, yet many whose actual records show a steady increase in cost will argue longest that there is cumulative value.

The favorite example of the seller of space is that of a man who has read of an advertised product for years, and suddenly having a need for that certain product unhesitatingly buys the article he has so many times slightly considered in hundreds of advertisements. Such men undoubtedly exist. Many buy in just this way, but such sales would not pay for one-fiftieth of the advertising carried to secure such sales. It is the man or woman who reads an advertisement and almost at once responds to its charm that makes constant advertising profitable. In attempting to predicate a law of human action on such occasional tendencies it is claimed by those who believe in it that such actions are the inevitable result of what they term the workings of the "sub-conscious mind." Any consideration of this most interesting phase of psychological action would necessitate a volume in itself. There are, nevertheless, a number of fairly certain established facts in connection with the sub-conscious that may be profitably considered.

The general theory of sub-conscious mental activity assumes a brain centre, directive in character, and most potent in all human action. The function of the sub-conscious is strictly an economical one. Its greatest function appears to be the direction of movements of an habitual character. Such movements are within the province of the sub-conscious only after they have been made habitual through active and voluntary performance. By far the greatest number of our daily actions are directed and made harmonious through the workings of the sub-conscious mind. We are actually unconscious of the most customary actions that attend our movements throughout every working day. It is easy to secure a realization of the vast influence they exert by analyzing our movements of a single hour. If you will turn the voluntary attention to your actions on arising, and do nothing for a single hour

except perform voluntary movements, you will appreciate the vast amount of energy conserved by the action of the sub-conscious. You will find it impossible to tell which movements to make on arising, and will find it utterly hopeless to guess accurately just how you put on your every garment. You will find an uncontrollable impulse to put on one certain sock first, or to stoop in a certain position to tie your shoe, and so on with every little action that accompanies your every movement. These actions have been rendered automatic through habit, and their direction assumed by that portion of our nervous system we term the sub-conscious. The seat of activity directing such movements is for the most part the spinal cord. This has been proved, in connection with a large number of actions, through experiments on animals, and a good many on human beings. An excellent book on this subject is Joseph Jastrow's "The Sub-Conscious."

With this class of sub-conscious activity the advertiser is not primarily concerned, as the presence of a habit cannot be subject to possession until a certain number of performances ensue. The reading of an advertisement any number of times cannot induce a *buying* habit, even when the attention to the reading is voluntary.

The phenomenon of the sub-conscious, chosen by the cumulative value believer as a bulwark, is that of what may be termed *associative* sub-conscious action. Aside from the proved centers of sub-conscious activity, located in the spinal cord, there is doubtless another center, or centers, located possibly in the brain itself. The function of this activity is particularly noticeable under abnormal conditions. It is also highly important in the normal states of consciousness. In a previous chapter mention was made of the very narrow range of the field of consciousness. This narrowed field applies to attention or any other phase of consciousness. In focusing the attention at any time there is always a range of perfect clarity, which may be likened to our perfect visualization of a certain room. There is a certain limited portion of the room that stands out with perfect clearness, but the exact point at which things cease to be clearly seen and recognized in their proper proportions is a hard matter to decide. As

a matter of fact we are more or less conscious all the time of intruding features of interest that seem to crowd in from the edges. We seem to be aware of certain objects beyond the range of direct vision. Their outlines are more or less indistinct, and our ideas of them may be entirely foreign to the exact nature of the objects arousing such images in the mind. These outside images are prone to change and fluctuate constantly, while all the time the perfect range of vision has not been changed at all. We are perfectly conscious of the objects within the direct range of vision. We are imperfectly conscious of those without the field of consciousness. The presence of those without the field of consciousness is just as real as those within, and both are integral portions of our waking condition.

It is obvious that we are able to attend voluntarily to a very limited radius. It is just as obvious that sensations are millions in number that might be secured were the field of consciousness one that allowed attention to every stimulus surging in on us from all sides. It is a favorite theory on the part of a good many that the human mind is receptive to all these sensations in some mysterious manner, and that they get through to the brain and find actual lodgment there. Such a theory assumes that in spite of the concentration of the active mind, there is another mind that soaks up every sensation that is cast our way, and that under the proper sub-conscious stimuli these sensations come to the front and are guides to action, as sub-conscious in character as were their original reception. The greatest faith placed in such a remarkable condition is usually the product of mental investigators susceptible to manifestations they are unable to explain except from a supernatural basis. There are many vagaries of perfectly normal minds that present associations it is impossible to trace. A believer in the mysterious power of an all-seeing sub-conscious mind can explain almost any manifestation by endowing it with a power no logic or reason could sustain. To many the operation of a "Planchette" is an indication of almost supernatural powers, while to others it appears a "fake," pure and simple. As a matter of fact it is neither, when



conscientiously operated. It is the purely sub-conscious operation of the hand and arm, directed by lines of association in the sub-conscious mind. It cannot be operated successfully unless the attention is utterly submerged, and the power to do this is rare. Those who possess such a power do really remarkable things, but there is nothing mysterious about them, nor anything beyond the range of actual experience.

It is a favorite theory of a good many, especially advertisers, that the repeated appearance of a certain piece of copy will at last have its effect on the individual, whether he consciously attends to it or not. This theory is that mentioned above. It assumes that the persistent and repeated picture of a thing at last seeps its way to some seat of consciousness, either the sub-conscious or the active conscious. It further assumes that if the picture is repeated long enough there is no chance on earth for the individual to escape it eventually. There are absolutely no proofs of any kind to substantiate any such belief. If there are any I have failed to find them. There are any number of weird theories, as numerous as fortune tellers, but no proofs.

There are plenty of proofs that a sub-conscious mind exists, and that it directs the action of human beings aside from the habitual operations everyone recognizes and admits. The manner of its exact operation is still to be demonstrated scientifically, but it is safe to prophesy that it will be. Dreams are a manifestation of this sub-conscious activity, and they are being rapidly dissected and understood in a manner to throw a great deal of light on an interesting subject.

The explanation of the sub-conscious given by Professor Jastrow is quite likely to be as near the true solution as any. It certainly has the quality of rational and logical common sense so foreign to a great many of the transcendental meanderings now prevalent.

Jastrow endows the normal mind with a sub-conscious, directing center. This center directs many actions that would prove burdensome if necessity demanded conscious attention to everything we did. In this sub-conscious mind are stored the results of all experience, colored to be

sure, by ever changing associations, but always there in hazy if not definite and conclusive outline. These thoughts are what I may term "storage ideas," and they are subject to the laws of association in a large degree similar to those of conscious activity. In order to grant the possession of a single idea in the sub-conscious mind it must first be granted that such an idea at some time entered the mind through the channel of direct attention. That is, no idea can become stored in the mind, or be subject to recall either voluntarily or by the sub-conscious mind unless it first passes through the portals of voluntary attention. Such a belief in the sub-conscious mind is to me the only sane or logical solution of the entire problem. It appears trite to repeat that you can take nothing out unless it went in. Unless the mind actively attends to an idea there is small chance for any one to prove a mysterious channel of entry, that is contrary to every known and proved fact about the human brain.

If this position of Professor Jastrow's is correct it simplifies the cumulative value theory to a nicety. Unless an individual is consciously impressed with your advertisement there is no chance for action from him. It is a truism that repetition of a sensation breeds heedlessness to it. Therefore unless at some *one* time an individual sees an advertisement, is impressed with it, and desires to possess the article it describes, and wants it *then*, the greatest power of that advertisement, for that individual, absolutely passes. To continue the advertisement, hoping to get that individual through repetition, is downright folly. To continue an argument relative to such a subject is a waste of time. Those who do not grant these premises will never believe it. Those who would convince themselves may read Jastrow, Sidis, or any number of authorities. There is little but superstition and mysticism to any other viewpoint.

A characteristic of the associations manifested by the sub-conscious mind is that of a mixed or incomplete expression. The action so directed is quite likely to be apparently foreign to the stimulus that occasioned it. From an advertiser's standpoint the associations that prompt a final action through the sub-conscious mind are very un-

reliable, and likely to be anything but profitable. An instance of this peculiarity of the sub-conscious developed in my personal experience in June, 1911.

At the Buffalo banquet of the Affiliated Advertising Clubs I devoted a brief ten minutes to an attack on the cumulative value superstition. One of the subsequent speakers at the dinner took grave exceptions to my utterances on the subject. I had chanced to compare my relatively short stature with that of our tall friend, Tom Dockrell, and had mentioned my inches "in my *Hole Proofs*." The advertising counsellor who followed gleefully pounced on this expression as a proof that cumulative value had sold me "*Hole Proofs*," and took a great deal of satisfaction in confounding an argument so repugnant to his attitude of mind. I was asked later whether I really wore "*Hole Proofs*." I was unable to say truthfully, but proceeded to find out. The development is a beautiful example of the unreliable associations of the sub-conscious mind.

My wife buys my socks, a dozen pairs at a time, and on returning home I asked her whether I was wearing "*Hole Proofs*" or not. She advised that I was not, and told me her experience. A year ago she had seen an advertisement that guaranteed hosiery, and called at a store to buy me that kind. She asked for "*Wear-for-Ever*" socks, and described them to the clerk as the kind that furnished coupons good for a new pair for every worn out one. The clerk had never heard of such socks, but showed her "*Hole Proofs*," with the exact kind of coupon she described. These she bought. A year elapsing she called at the same store for another supply, but could not secure my size in the kind she previously purchased, namely, "*Hole Proofs*." The clerk advised her, however, that he had an equally good sock known as the "*Ever-Wear*," which was the kind she evidently had in mind the first time, for which the clerk had easily substituted "*Hole Proofs*." I was therefore wearing in Buffalo, not "*Hole Proofs*," purchased through any cumulative value in their advertising, but an entirely different make, purchased after a year's wear of "*Hole Proofs*." The tendency of the sub-conscious mind in the first purchase was distorted,

from the advertised name "Ever-Wear" to "Wear-for-Ever," and both sales were made through the recommendations of the clerk, which practically nullified the advertising's impulse each time. Such manifestations are typical ones, and nullify most advertising that does not occasion a direct and certain sale the first time it arouses attention and interest.

Any study of the sub-conscious mind is productive in the conviction that a certain percentage of human action is due to impulses secured through repeated stimuli. To predicate such results with any degree of certainty it is necessary to have present an abnormal state of consciousness. The average mind is normal. The abnormal condition is always in the minority. Moreover, the abnormal state is a very fluctuating one, and subject to a reversion to normal without warning. It is quite possible that a certain degree of successful advertising is due to cumulative effect on just this class of human beings. It is hardly reasonable to suppose that it is a condition sufficiently constant and stable to warrant an expectation of results in profitable average returns. Some advertising appeals to the abnormal at all times. Patent medicine advertising is an example of this. For the general advertiser to expect the law of averages to yield him such a profit is certainly a false hope.

As intimated at the beginning of this chapter actual proofs of the results of repeated appeals are very meager and unsatisfactory. The conditions that exist with a mail order business, in the matter of following up inquiries, compare favorably with the attempt of the general advertiser to stimulate sales through repeated showings of copy. With mail order businesses an element not present in general publicity obtains, namely, that their repeated letters or advertising material fall on more receptive ground than do general appeals. In this respect a record of such results should throw a profitable light on the workings of the average mind when stimulated by repeated appeals. That each recipient is presumably interested gives the mail order man an advantage. If, in spite of this advantage, the response proves to be a decreasing quality, the proof is not only of comparative value, but



reasonable grounds for deducing that the general law works to greater disadvantage to the general advertiser.

The records of such results are the basis for any mail order success. It is astounding to learn how few keep such records, but those who do may find a parallel with the results about to be shown. The American Collection Service keeps an accurate record of the pulling power of every letter, both regular and special. In the regular follow-up five letters are used, which are mailed at intervals of fifteen days. With each letter more or less elaborate booklets are sent. After the expiration of the five regular letters a special letter is mailed about every three months. It usually takes about three months to discover a letter that will pull sufficiently well on a test list to warrant sending to the entire number. If the showing on a test letter is profitable the entire list is sent the same letter, with an average return in keeping with the average of the test. The record that follows is a typical one, and will reflect the same average returns of any other lot that might be chosen from our records.

Order of Letters	Number mailed	No. of sales	Amount cash	Percentage
First	28,576	368	\$7,844	.012 plus
Second	27,623	443	8,882	.015 "
Third	27,202	303	5,736	.011 "
Fourth	26,966	288	5,166	.0106 "
Fifth	21,962	233	3,512	.0106 "
Sixth	12,101	161	2,282	.018 "
Seventh	10,140	137	2,109	.013 "
Eighth	8,558	38	460	.0046 "
Ninth	1,205	4	57	.0033 "
Tenth	2,808	0	0	
Eleventh	23,307	90	1,569	.0038 "
Twelfth	2,546	16	267	.0062 "
Thirteenth	942	7	77	.0074 "
Fourteenth	945	3	55	.0031 "
Fifteenth	2,644	19	323	.0071 "
Sixteenth	29,607	155	3,057	.0052 "
Seventeenth	1,828	6	30	.0032 "
Eighteenth letter never used				
Nineteenth	30,983	78	1,434	.0025 "
Twentieth	16,102	63	1,188	.0039 "
Twenty-first	15,824	15	239	.0009 "

The last two are the same letter, the "twenty-first" going to a list two years older than those sent the "twentieth."

It is not necessary to point out the decreasing returns due to repeated appeals. The same tendency of any series of repeated appeals proves the fallacy of the theory that repeated stimuli cause a final surrender of the individual. Some are prone to be influenced by repeated appeals. Otherwise it would not pay to appeal more than once to any one. The point of the matter is this: The strongest appeal is the first, other things being equal. As appeals are repeated, fewer and fewer respond. This certainly is a law. If it is a law, there is no such thing as cumulative value in publications.

Another set of letter records I am able to show reflects the same tendencies as those just quoted. The following are results from the kitchen device whose advertising results are quoted in a preceding chapter. The varying number of letters sent from time to time needs slight explaining. When I undertook straightening out this business no records of any kind had been kept. I found several thousand names had been sent one, two and even three letters at irregular intervals. After digging out the inquiries, I started a series of letters on each lot, and from time to time discovered additional names to which I started the various letters as the names turned up. The names of the previous record had each one secured every letter of the series, had the test on any one letter proved profitable. In the following record I can not vouch for this element of continuity, owing to the conditions just explained. The general results in percentage form, however, reflect the principle in the same manner:

	No.	Sales	Cash	Percentage
First letter	4,109	166	\$2,522.35	.04 plus
Second letter	4,821	83	1,209.80	.017 "
Third letter	5,700	78	1,188.76	.013 "
Fourth letter	9,577	145	2,283.44	.015 "
Fifth letter	7,286	66	1,005.25	.009 "
Sixth letter	8,051	71	978.10	.008 "
Seventh letter	3,127	7	102.50	.002 "
Eighth letter	823	7	85.00	.008 "

Before closing this chapter I wish to show a final record that reflects the condition of continuity, in large space, at an exorbitant price, run consecutively for a period of six months. I will name neither the publication nor the advertiser. The magazine in this instance charges \$100 a page and is a "class" publication. The page is longer than the standard size, but narrower. The number of lines would be about the same as a regular standard size. The publication is a weekly, thus affording a most excellent opportunity to prove the existence of cumulative value, if any existed. The record is as follows:

## 1911

April 12	1 Page	8 inquiries	Cost, \$100	Returns nothing
May 24	1 Page			
May 31	1 Page	3 inquiries	Cost, \$200	Returns \$20
June 7	1 Page			
June 14	1 Page			
June 21	1 Page			
June 28	1 Page	11 inquiries	Cost, \$400	Returns, \$32.50
July 5	1 Page			
July 12	1 Page			
July 19	1 Page			
July 26	1 Page	16 inquiries	Cost, \$400	Returns, \$20
August 2	1 Page			
August 9	1 Page			
August 16	1 Page			
August 23	1 Page			
August 30	1 Page	13 inquiries	Cost, \$500	Returns, \$54.50
September 6	1 Page			
September 13	1 Page			
September 20	1 Page			
September 27	1 Page	10 inquiries	Cost, \$400	Returns, \$37.50

If you are an advertiser, give these figures a little thoughtful analysis. If you are inclined to have any faith in cumulative value of publications, seek your records for the slightest proof of its real existence. If you find any, send it to me. I have yet to see or learn of any actual proof that will convince any but the prejudiced that cumulative value is not a myth. If I am right, it is time to explode a fallacy that is draining millions of dollars from the pockets of the ultimate consumer. He foots the bills, not us, but it is time to rectify a great evil. Some are palpably guilty.





## Conclusion

Hungering for both knowledge and experience I have devoted many days and weeks to gratuitous advertising labor. Realizing possibilities, I have investigated a great number of advertising propositions, hoping that among them I might discover the "Great Idea," which is an ideal I trust some day to find.

This investigating spirit, spurred, it may be, by the hope of personal profit, has put me in touch with many degrees of advertising efficiency. It has permitted rare opportunities for analyzing many causes of failure. The greatest of these appears to be ignorance. The novice possesses an abiding faith in the potency of advertising that spurs him to almost any absurd length, provided it be called "advertising." This child-like adolescence is not restricted to the beginner, and its blind faith has no counterpart in any other serious business of life. It is often pitiful to analyze the most simple factors of an advertising failure, which were simply incomprehensible to the victim.

Aside from fundamental deficiencies that are insuperable, the most glaring evil of the unsuccessful advertiser is a lack of method. It is no uncommon thing to discover a business expending large sums of money in advertising, with no more record of it than the entry of the payments to an advertising agency. It is the shame of a good many agencies that they do not insist on records being kept by the advertiser. It is not hard to understand why some neglect such important training, but there is no excuse for its prevalence.

Much may be learned from failures, but nothing more important than the vital necessity of dependable records. Constantly fluctuating as is all business, striking similarity may be traced in all fundamental tendencies, if records, properly kept, be studied. Careful method in record keeping, with conscientious deductions from the evidence they are bound to afford, will serve to fortify many a struggling advertiser.

That a careful study of accurate records will substantiate many of the points I have made in previous chapters

is illustrated by an article that appeared in *Printers' Ink*, of November 9th. It is an extract from an address by S. Roland Hall, of the International Correspondence Schools, whose access to dependable records and his analysis of them are both unmistakable. The whole article is well worth reading, but I will reproduce only short portions of it:

"I have been asked if our advertising hasn't a great deal of cumulative effect. Perhaps I will surprise you by saying that I think the cumulative effect is small. I think that considerable of the cumulative effect idea is a delusion. No doubt we get a fair number of enrolments from people who saw our advertisements long ago, but did not act, and who were later induced to act by special circumstances, but in general, I think we fail if a man reads a single advertisement of ours and then fails to act, for bear in mind, that we have a right to expect him to send in his inquiry.

"It sounds interesting to talk about the effect of advertising being like the drop of water that keeps falling until it wears away the stone, but if you believe in cumulative effect for a business like ours, please tell me why inquiries are costing us a little more all the while instead of becoming cheaper.

"I have given you some opinions; now let me read you some figures. Here are the number of inquiries received from a printers' magazine from a series of advertisements that I prepared myself. I read the returns from the first month the advertisement appeared to the last: 15, 5, 13, 17, 14, 28, 11, 7, 10, 10, 5, 15, 8, 3, 20, 6, 5, 5. If the effect was cumulative, why was there not a steady increase instead of the rise and fall that this record shows?

"And to show you that the returns were due more to the strength of the individual pieces of copy than to anything else I will tell you that the advertisement that produced the twenty-eight inquiries was also the one that, repeated later, produced the twenty inquiries. We have seen pretty clearly in our own experience that a good deal of cumulative effect is merely the effect of old advertisements, belated returns from them, I mean; the key numbers show that unmistakably."

The thoughtful advertiser, whether he is one who keys his results or not, is the man who deals in averages. The good advertiser is not the one who guesses, but rather the one who proves. It is almost as easy to prove as it is to guess, and immeasurably more profitable. The rule of good advertising is the rule of tests.

This great rule is subject to many reversals and often needs the unprejudiced criticism of the man with a viewpoint not restricted by the narrow vision of the advertiser himself. An idea from an outsider may solve a problem the man at the desk fails to analyze properly. One of the keenest advertising counsellors in the country cites an instance of this that serves to prove the value of an outsider's viewpoint. One of the largest ready-made clothing houses sells from catalogues. A number of garments are subjected to elaborate tests before being advertised in their mammoth catalogue. In a recent campaign these tests had appeared conclusive to them, but orders failed to result. The advertising expert being called in consultation to discover the cause, requested an outline of the test. He was told that several hundred women had been asked to choose from a dozen waists the one that appeared to them the best for the money. The waist chosen by the greatest number from each of these tests was pictured and skillfully advertised in the catalogue, but several, heavily stocked on account of the favor produced by the test, failed to sell. The expert asked that the test be performed in his presence, which was done. He compared the pictures of the waists with the originals and immediately solved the problem. The pictures of the failures only slightly resembled the waists themselves. He advised having the test performed in future by having the women choose from the *pictures*, and not from the waists, which solved a problem that had cost the institution thousands of dollars.

Such little points arise in every business. Too proud to ask advice, many advertisers pocket the loss and charge it to bad luck. The help that one advertiser is capable of affording another rarely depends on a similarity of pursuits. Most problems are problems of the mind, where a fresh, unworried perspective is more valuable than a har-

ried technical one. For such aids every advertiser should feel free to call in his fellow professional worker. It will be found to the surprise of many that we, as advertisers, possess few if any real secrets. Why maintain this occult mysticism longer?

The ever increasing waste in advertising is an economic factor of no mean importance. Whatever its sum may be, each advertiser is conscious of a contribution to it. If the advertiser really paid the bill the problem would be his alone, and the loss but a charge against his individual profits. It is the consumer, however, that foots the bills, and every useless page, and every wasteful repetition are added burdens to the high cost of living.

Skillfully sold, hundreds of publications continue to exist and thrive by virtue of a superstitious standard, while the dear public pays, little suspecting the real cause of its ever increasing tribute. It is a specious argument that advertising reduces the cost of selling. That it *may* do so is certain. To attain such a result the advertiser must lessen the waste, which means an ever deeper analysis of conditions, and a realization of fundamentals quite within the scope of his skill and power.